

# HPAIR Impact Challenge 2019 Expansion and Marketing

*By Mong Kok Consulting (18th Feb, 2019)*

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# Executive Summary

## Issue

What new markets, if any, E25BIO should enter and/or which markets should they deepen their existing presence in?

## Questions

Are public-private partnerships required for the proposed expansion strategy? If so, who are the key partners?

How can E25BIO best maximize the effectiveness of the type of expansion your IC team recommends (in terms of market and/or market share) with the appropriate marketing tools?

## Market

Mexico as Primary Market

## Strategies

Partnership with  
Related Institutions

User Education

Integrated Marketing  
Communications



3.8 billion people in endemic areas

128 countries affected by mosquito-borne viruses

Dengue, Chikungunya, and Zika rapidly expands across the globe

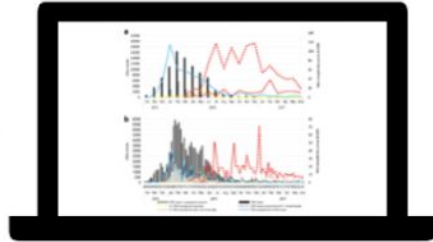
# About E25Bio



*“With only a finger prick, our multiplexed test can swiftly detect the proteins produced by viral infection of Dengue, Chikungunya or Zika – all in one device.”*



E25Bio's  
Rapid  
Diagnostic



Real-time Checking  
of Epidemic

Established in 2018

A social enterprise for innovation in  
the field of infectious disease  
diagnostics

Diagnosis with the use of mobile,  
fast, real-time reporting



**(1) What new markets, if any, E25BIO should enter and/or which markets should they deepen their existing presence in?**

# E25Bio has the following strengths and challenges

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## *Strengths*

- Fast + accurate
- Easy to use
- Low-cost
- Comprehensive
- Data analytics



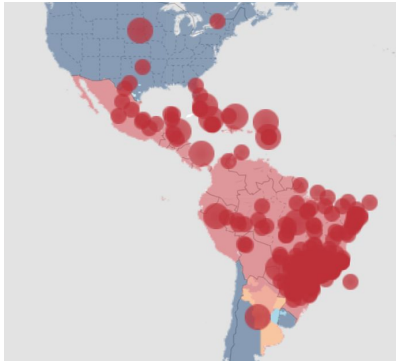
## *Challenges*

- Newly established
- Viability and Credibility
- Public education in target market



# Primary Market Expansion: Mexico

## Seriousness



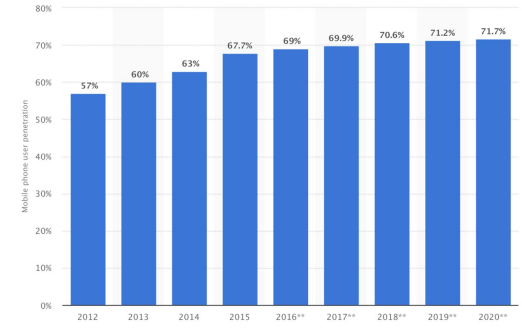
All 3 diseases present across country, from Mexico City to Chiapas. Zika severely underdiagnosed. CDC reports high number of Dengue and Chikungunya cases.

## Size and Proximity



Large market: 130 million people at risk. Middle-income country. Borders the U.S, reducing potential shipping time and costs.

## Mobile Penetration



13th highest number of mobile phones of any country. Mexico's mobile phone user penetration rate was 70.6% by the end of 2018.

# Secondary expansion: Central America (& Brazil)

## Seriousness



All 3 of the diseases being tackled are prevalent in Central and South America, with high prevalence of Zika (ex. 2015-16 Zika epidemic) and other mosquito-borne diseases.

## Demand



High need coupled with existing healthcare systems that face many challenges, in terms of diagnosis, access, etc.

## Similar Culture



The Central American region speaks one main language, Spanish. With the proximity of the countries, mobile usage is as prominent as Mexico.



# Healthcare problems in Mexico are severe

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**45.5% of Mexican population live in poverty.** 90% of Mexicans rely on public health insurance and hospitals. They cannot afford expensive treatment and medication.



**Local hospitals and clinics have to provide cost-efficient services** in order to cure patients who suffered from Zika, Dengue, and Chikungunya in poorer and/or rural areas.

# Target Market Segment

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## *Public hospitals and clinics*

Priorities would be given to Mexico City, the capital of the country, as well as Southern Mexico where the diseases are most widespread.



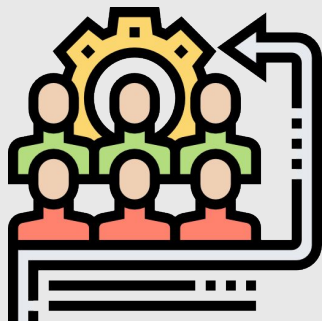
## *Abortion clinics and other healthcare providers for women*

Target sales to hospitals and community clinics with services for women (contraceptives, abortions, prenatal care, breast exams, etc.), since Zika causes brain damage and other severe birth defects.

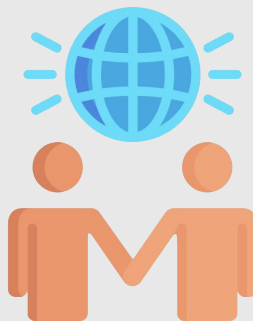
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# Partnership with Related Institutions

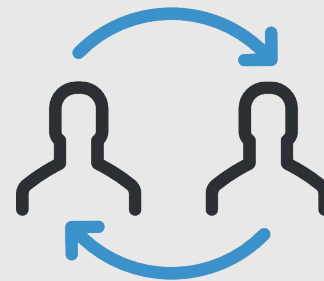
## *The Pan American Health Organization (PAHO)*



**Aligned mission:**  
“PAHO is the specialized international health agency for the Americas.”



**Huge network:**  
PAHO promotes technical cooperation between countries and works in partnership with a number of institutions.



**Large reach:**  
UN body founded in 1902 and with membership of all North and South American countries.

### **Form PPPs with 3 major institutions:**

1. Secretaria de Salud (Secretariat of Health)
2. Mexican Social Security Institute (IMSS) → serves ~74 million employed citizens
3. Institute for Social Security and Services for State Workers (ISSSTE) → served ~13 million government employees



**(3) How can E25BIO best maximize the effectiveness of the type of expansion your IC team recommends (in terms of market and/or market share) with the appropriate marketing tools?**

# Our Expansion Plan: User Education

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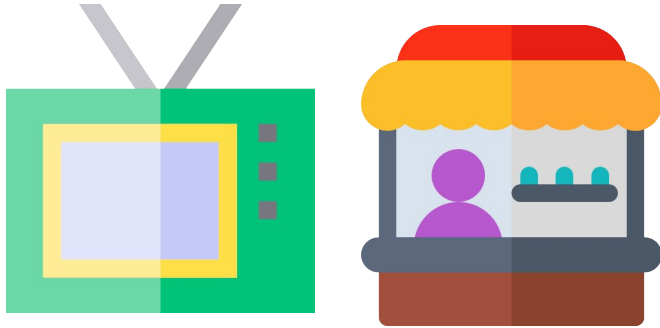


**Use direct mobile video education and a website** that instructs people on how to find hospitals/clinics that are offering E25 Bio all-in-one tests.



**Utilize the current partnership network to deliver user education.** ISSSTE and IMSS together cover 90 million Mexicans. It is effective if we send messages directly to employees' mobile phones.

## Advertising & Sponsorship



1. Short TV spots for product placement on Televisa and TV Azteca's Telenovela programs
2. Free E25 Bio testing inside/outside of major hospitals and futbol games

## Partnership Network



Leverage current partnerships, such as IMSS, to advertise to domestic health care providers. Also target women's healthcare providers.

## Competitors: Cost of point-of-care (PoC) and direct solutions

### Dengue

Alere SD Bioline Dengue Test Kit: **\$186.90** on Ebay  
Healthcheck test kit: **\$22.00** on Ebay

### Chikungunya

One study of confirmed cases in Colombia in 2014 found the avg. cost of diagnosing and treating Chikungunya (per patient) to be: **\$258 USD** for children and **\$67 USD** for adults.

### Zika

The first commercial Zika test won approval from the Food and Drug Administration. Provided by the testing company Quest Diagnostics, the test costs **\$500 USD**.

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# References

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Q & A  
Thank you!