

# OPPORTUNITIES FOR ANIMAL HEALTH DEVICE

STRATEGIES TO GROW YOUR BUSINESS

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*In this case study, CPL Business Consultants assisted a start-up with a novel device and technology for animal health. The aim was to identify potential markets and opportunities for the business plan, as the client was seeking further investment.*

## OBJECTIVE

The objective of this report was to assist our client in its market development of a dermal delivery product designed to modify physiological processes in animals. This animal health device is currently used to help prevent muscle cramps and has the potential for use in various other applications to support animal health and nutrition. CPL's client wanted help identifying market opportunities, the value of those opportunities, and which channels could be used to address different markets.

## METHOD

For this study, CPL used patents, government databases, technical and scientific literature and contacts to identify applications likely to benefit from cellular signal technology, competing technologies, market potential and suitable market channels.

Click to see [the contents of the study](#) or look below for an outline.

## ANIMAL HEALTH DEVICE OPPORTUNITIES

### Objective, Background and Method

### Principal findings

- Licencing Opportunities
- Markets for the Dermal Delivery Product
- Applications and Treatment Routes

### Conclusions and Recommendations

### The Licencing Deal

- Deal Valuation
- The Timeline
- Example Valuations

## Potential Animal Health Channels

- Animal Feed
  - Feed Additive Companies
- Pet Food
  - Petfood Ingredients Companies
  - Petfood Manufacturers
- Animal Health
  - Veterinary Companies
  - Animal Health Device Companies

## Animal Health Device Markets

- Production Animals
  - Cattle and Buffalo
  - Horses, Mules and Asses
  - Pigs
  - Sheep and Goats
  - Rabbits and Hares
- Aquaculture
- Working Animals
  - Horses
- Companion Animals
- Feed And Petfood
  - Animal Feed
  - Aquaculture Feed
  - Pet Food

## Potential Applications in Production Animal and Pets

- 8 Potential Applications

## 31 Tables

## 39 Figures

Click here to [see the contents of the study](#). In addition, please look at our [PowerPoint Introduction](#) and Brochure describing deliverables, differentiators and case studies. [Eight case studies](#) can also be reviewed.