

The Right Intelligence.

At the Right Time.

To Make the Right Decisions.

Animal Health

- Diagnostics
- Therapeutics
- Nutrition
- Distribution
- Pet Insurance



MAIA STRATEGY KNOWS ANIMAL HEALTH.

BROAD INDUSTRY EXPERTISE

- Over 15 years of experience working with leading diagnostics organizations
- Deep understanding of trends in feed, nutrition, and pet food manufacturing
- Access to 250,000+ companion animal and livestock veterinary professionals



Primary research-driven strategy consulting services

- ✦ Market Size & Opportunity Assessment / Validation
- ✦ Effective Go-to-Market Strategy Development
- ✦ B2B Customer Research (Qualitative & Surveys)
- ✦ New Product Development Support & Insights
- ✦ Competitor Intelligence
- ✦ Channel Partner Strategies
- ✦ M&A Due Diligence
- ✦ Benchmarking & Best Practices Analyses

MAIA STRATEGY OFFERS A FULL SUITE OF PRIMARY MARKET RESEARCH SERVICES



Global Capabilities



Maia Strategy supports top global organizations and nearly half of our research and consulting engagements focus on international markets.

We leverage a broad network of in-country, local-language subject matter experts to conduct primary research within key countries and regions.

B2B CUSTOMER INSIGHTS

Maia Strategy can engage with your customers to obtain non-biased opinions of your products, program offerings, pricing, and other elements of your value proposition, as well as insight into the customer journey, decision factors, unmet needs, and differentiation opportunities.

Our team has access to a global network of over 250,000 veterinarians and other animal health professionals across companion animal, livestock, poultry, and aquaculture species.

COMPETITOR INTELLIGENCE

Our seasoned consultants interview our clients' competitors, their customers, and their channel partners to answer critical questions. Our team can uncover detailed, timely, and actionable intelligence that can only be derived via direct communication with these stakeholders.

Maia Strategy validates information it obtains from primary research with multiple sources so that our clients receive fully vetted findings. Our scope of services includes:

- ◆ Customized deep-dive competitor analyses
- ◆ Conference and trade show intelligence
- ◆ Therapeutic landscape analyses
- ◆ Clinical/commercial competitor monitoring
- ◆ Instrumentation and assay pipeline analyses
- ◆ Sales and pricing strategy assessments
- ◆ Sourcing / manufacturing strategy analyses



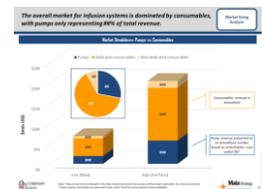
ENGAGEMENTS FULLY CUSTOMIZED TO MEET YOUR UNIQUE NEEDS.

MARKET OPPORTUNITY ANALYSIS

Maia Strategy supports revenue growth by identifying trends and qualifying/quantifying new market opportunities. We partner with our clients to develop differentiated and effective go-to-market strategies for specific platforms, products, services, and customer segments.

CORPORATE STRATEGY SUPPORT

Our consultants work closely with our clients' corporate strategy and business development executive teams to assess the suitability of prospective acquisition targets and conduct due diligence on high-profile collaboration and channel partner relationships.



OUR TEAM LEVERAGES BROAD AND DEEP HEALTHCARE SUBJECT MATTER EXPERTISE

Maia Strategy's deep experience in animal health is complemented by decades of consulting experience across the full healthcare value chain.

Our team can access competitors, channel partners, and customers within all care setting and specializations to deliver the insights you need. In addition, we are well-versed in product development and regulatory affairs issues involving FDA-CVM and USDA-CVB.



DIAGNOSTICS | Assess technology developments.

We have completed over 100 engagements in the diagnostics industry, including molecular diagnostics, next generation sequencing, histology, and clinical chemistry. We have experience with offerings ranging from highly complex tests/platforms to CLIA-waived POC instrumentation.



THERAPEUTICS | Drive pharma/biotech innovation.

We work with leading vaccine and biologics manufacturers and our experience spans key therapeutic areas with relevance to both humans and companion animals, including oncology, cardiology, neurology, orthopedics, dermatology, autoimmune, and infectious disease.



NUTRITION | Capitalize on key consumer trends.

We support Fortune 500 animal health and CPG clients on topics that include personalized and prescription diets and supplement/additive product sourcing/manufacturing, development, and marketing strategies, and we are highly attuned to customer trends in this industry.



DISTRIBUTION | Customer/channel partner insights.

Our work with the world's largest healthcare distribution companies and medical supply manufacturers spans over 15 years. Specific to animal health, Maia has panel access to over 250,000 veterinarians to assess customer perspective on product and distribution needs.



INSURANCE | Understand the economic factors.

In addition to decades of P&C and health insurance experience, our team has been active in pet insurance since 2008. We track industry trends in the growth of pet insurance sales, the use of diagnostic testing and prescription medicine, and associated reimbursement dynamics.



WE DELIVER INSIGHTS ACROSS THE ANIMAL HEALTH VALUE CHAIN

Maia Strategy enables leading players in every part of the animal health value chain to navigate this complex and rapidly changing market by providing reliable information and actionable insights on markets, competitors, and customers.

Our consultant team has supported leading global organizations in all segments of the industry for livestock and companion animals:



Animal & Human
Diagnostics
Organizations



Animal Nutrition
& Feed Additive
Suppliers



Animal
Pharmaceutical
Manufacturers



Fortune 500 CPG
& Pet Products
Organizations

Maia Strategy's research engagements are tailored to meet our clients' unique needs.

EXAMPLES OF OUR WORK



POULTRY VACCINES OPPORTUNITY

Maia Strategy helped a global animal pharmaceutical company assess the market size, growth rate, and overall environment for poultry vaccines (campylobacter & salmonella).



FEED ADDITIVES M&A SUPPORT

Maia Strategy conducted due diligence on potential acquisition targets to expand our client's feed additives portfolio (DFMs, enzymes, palatants, and mycotoxin management products).



PRODUCT INNOVATION STRATEGY

Maia Strategy conducted an in-depth analysis of a leading pet care company's investments into pet nutrition products, and its strategy for expansion into veterinary care and diagnostics.



CPG COMPETITOR & SUPPLIER ANALYSIS

Maia Strategy analyzed the minimum advertised price (MAP) policies of leading pet food manufacturers and identified alternative raw material sourcing support for cat litter products.



Highly Experienced Consulting Team



Jessica Stewart
Sr. Consultant

5-year veteran of IDEXX Laboratories with MS in Biotechnology from Johns Hopkins University.



Peter Kenseth
Vice President

15 years leading research and consulting engagements in the pet care, animal health, pharmaceutical, and diagnostics verticals.



Chris LeGrand
Partner

15 years leading diagnostics industry research (molecular, tissue, digital pathology, NGS).



Neil Sikder
Founder

20 years of life sciences, med device, pharmaceutical, and animal health specialization.



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