

Market Insights for Light As Medicine – LED Lighting Fixture



The Asset/Benefits

Asset: Vital Vio, Inc. is a manufacturer of overhead LED lighting fixtures with a unique ability to tune areas of the light spectrum to be germicidal to hit bacteria, mold, fungi, spores, and anything else that can cause infection.

Benefits: Nonstop protection for bacteria-sensitive environments while being safe to use around people; fixture is constantly cleaning as long as the light is turned on, even while the room is occupied and does not damage surfaces.



Project Outcomes

- High level of interest in the technology
- Provides extra assurance for existing disinfecting regimen
- Characterized key aspects of market:
 - Included applications
 - Projected costs, pricing, growth potential
 - Key players / customers
 - Validation / regulation concerns
- Price point seems to be in line with what the industry can handle
- Need data to validate for compounding pharmacy industry

Key Questions

Compound pharmacies with clean rooms in the Northeast US:

1. Is Vital Vio fixture a way for these compound pharmacies to address the new FDA regs?
2. How much would the compound pharmacies be willing to spend and what would stop them from purchasing?
3. What information is needed to make a purchasing decision? What does the sales process look like?



Project Impact

As a result of the project, the client:

- Realized 69% in cost savings by working with their Regional MEP
- Learned of opportunities in markets that were previously unknown
- Received key contact info for compounding pharmacy space prospective customers
- Connection to firm that designs clean rooms for pharmacies within hospitals nationwide
- Generated sales to date of \$30,000 with potential for about \$100,000 for the rest of 2015 in the compounding pharmacy space, and additional growth from there
- Vital Vio has set the goal of \$7.5 million in revenues for this industry sector

“Through the insight garnered we validated the compounding pharmacy market with the research by CEG and RTI International. It has helped to identify opportunities and focused our efforts. This type of service is invaluable to small- and mid-size manufacturers like us.”

– Colleen Costello, Co-Founder & President, Vital Vio

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