

# Biopure Corporation

Matthew Gerry, Will Littrell, Lee Matsos,  
Chad Raw, Heather Webster

## HEMOPURE

- Dr. Ted Jacobs
- VP Human Clinical Trials
- Market Potential: \$1.5B
- Oxyglobin release schedule
- Hemopure pricing
- Possibly undercost sales potential
- Resources available to start 4 years

## EMIGRANT

- Dr. Ted Jacobs
- VP Human Clinical Trials
- Market Potential: \$1.5B
- Oxyglobin release schedule
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- Possibly undercost sales potential
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## Board Room Decision

- Go To Market Now
- With Hemopure

## Table

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## Market Entry Strategy

- Market Entry Strategy

## Market Entry Plan

- Market Entry Plan

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**HEMOPURE**  
Dr. Ted Jacobs  
VP Human Clinical Trials  
• Market Potential is great  
• Oxygen release mechanism  
• Hemopure pricing  
• Possible undersea sales potential  
• Resources available to wait 1 year

**Board Needs Discussion**  
Go To Market Now  
With Caution

**Executive Summary**  
• Hemopure is a...  
• Market potential...  
• Key challenges...

**Product**  
• Hemopure is a...  
• Key features...

**Market Entry Strategy**  
• Initial focus on...  
• Key markets...

**Financials**  
• Revenue projections...  
• Cost structure...

**Market Size**  
• Total addressable market...  
• Target market...

**Development**  
• Key milestones...  
• Current status...

**Competitors**  
• Key competitors...  
• Competitive advantage...

**Risks**  
• Key risks...  
• Mitigation strategies...

# HEMOPURE

Dr. Ted Jacobs,  
VP Human Clinical Trials

- Market Potential is great
- Oxyglobin release weakens Hemopure pricing
- Possibly undercut sales potential
- Resources available to wait 2 years

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**HEMOPURE**  
Dr. Ted Jacobs,  
VP Human Clinical Trials  
• Market Potential is great  
• Oxyglobin release weakens  
Hemopure pricing  
• Possibly undercut sales  
potential  
• Resources available to wait 2  
years

**OXYGLOBIN**  
• Market Potential is great  
• Oxyglobin release weakens  
Hemopure pricing  
• Possibly undercut sales  
potential  
• Resources available to wait 2  
years

**Board Room Decision**  
Go To Market Now  
With Oxyglobin

**Define Our  
Marketing Mix**

**Marketing Strategy**  
Oxyglobin vs Hemopure

**Timing**  
Oxyglobin vs Hemopure

**Competitive Advantage**  
Oxyglobin vs Hemopure

**Conclusion**  
Oxyglobin vs Hemopure