

# Benchmark de soluciones existentes

Taller de preparación | Convocatoria HePi: Health Pioneers

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Dra. Yenira Tlacuilo Parra



# Objetivos de convocatoria

- 1. Incentivar el desarrollo de proyectos de base científica tecnológica**, orientados a resolver el problema de la obesidad ....
- 2. Apoyar proyectos** a validar el segmento de mercado hacia donde tiene más relevancia dirigir su investigación..... **para creación de empresas de base científico tecnológica (EBCT) y transferencia de tecnología.**
- 3. Culturizar a líderes de proyectos acerca de emprendimiento basado en evidencia, escalamiento tecnológico y descubrimiento del cliente.**



# Emprendimiento



**Steve Blank**  
Customer Development

Libros:

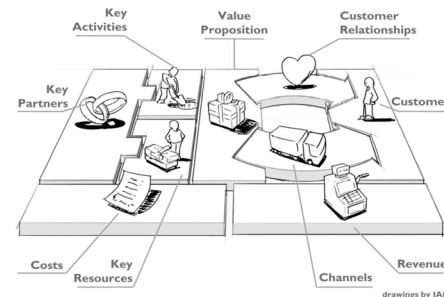
- The Four Steps to the Epiphany
- The Startup Owner's Manual: The Step-By-Step Guide for Building a Great Company



**Alexander Osterwalder**  
Business Model Canvas

Libros:

- Business Model Generation
- Value Proposition Design
- Testing Business Ideas : A Field Guide for Rapid Experimentation.



**Ash Maurya**  
Lean Canvas

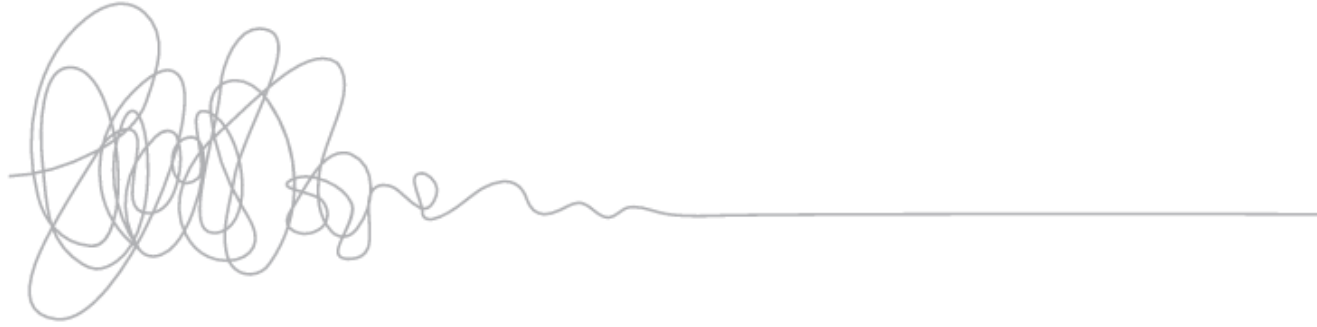
Libros:

- Running Lean
- Scaling Lean





Idea



Business



*“.. most startups fail, not from lack of technology, but that they didn't find the right product-market fit”*

Steve Blank



# Steve Blank



- Entrepreneur | Cofounder of eight Silicon Valley startups
- Educator
- Author
  - The Four Steps to the Epiphany
  - The Startup Owner's Manual
- Known for Customer Development Methodology



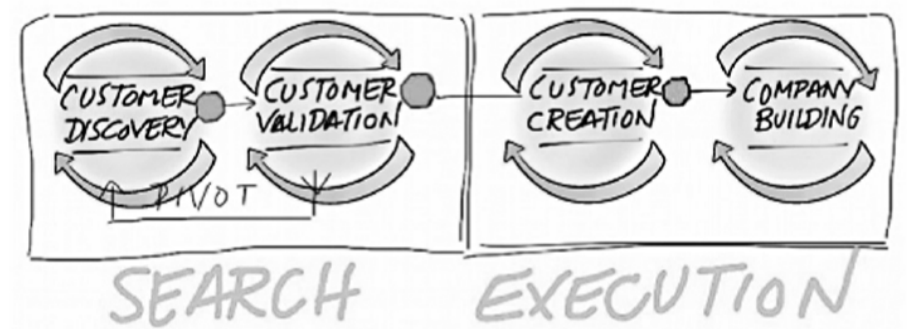
# Product vs Customer Development Model

The path to disaster



*The Product Development Model (Figure 1.1)*

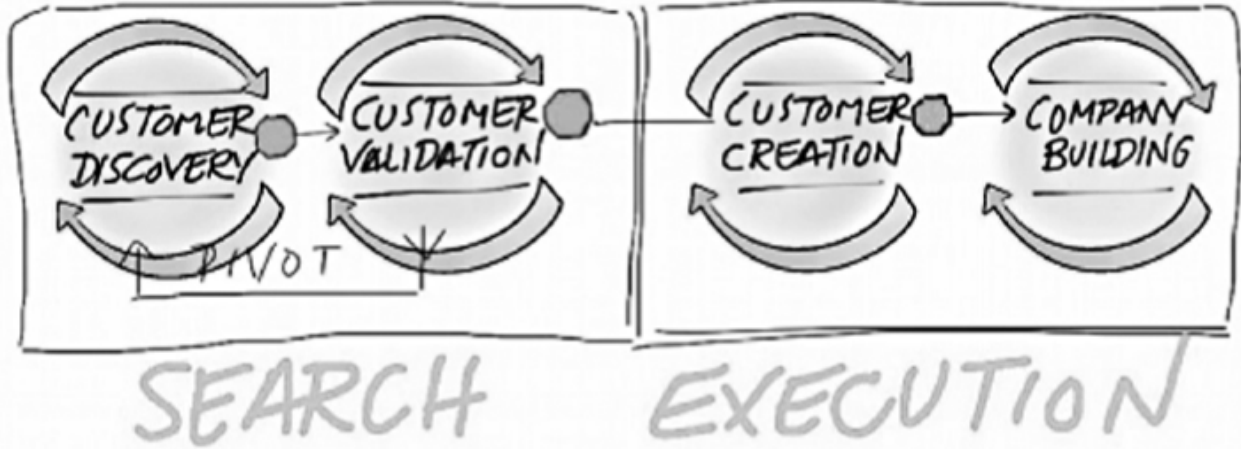
The path to epiphany



*The Customer Development Model (Figure 2.1)*

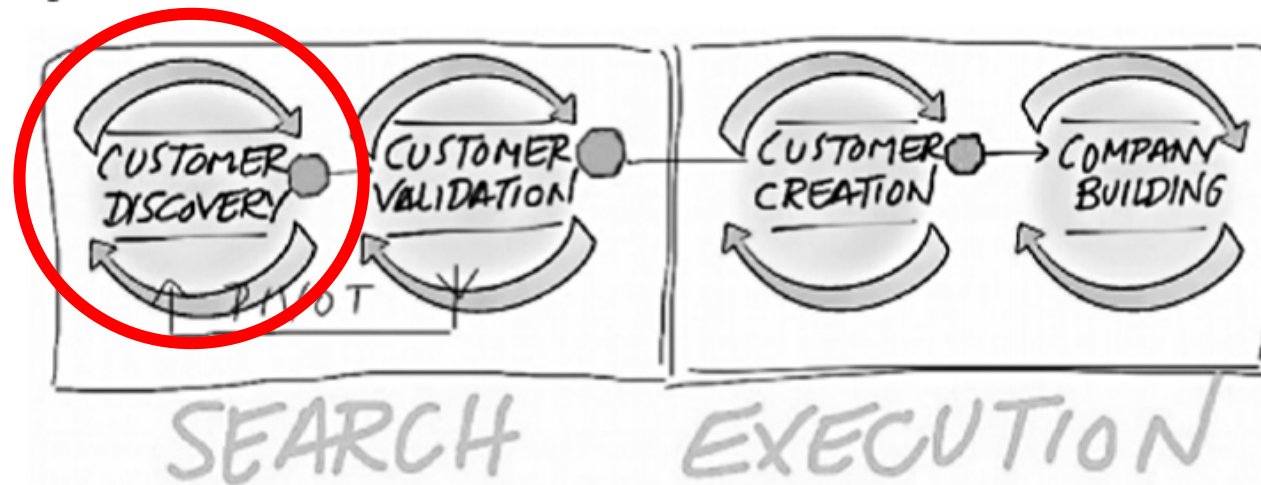


# Customer Development Model





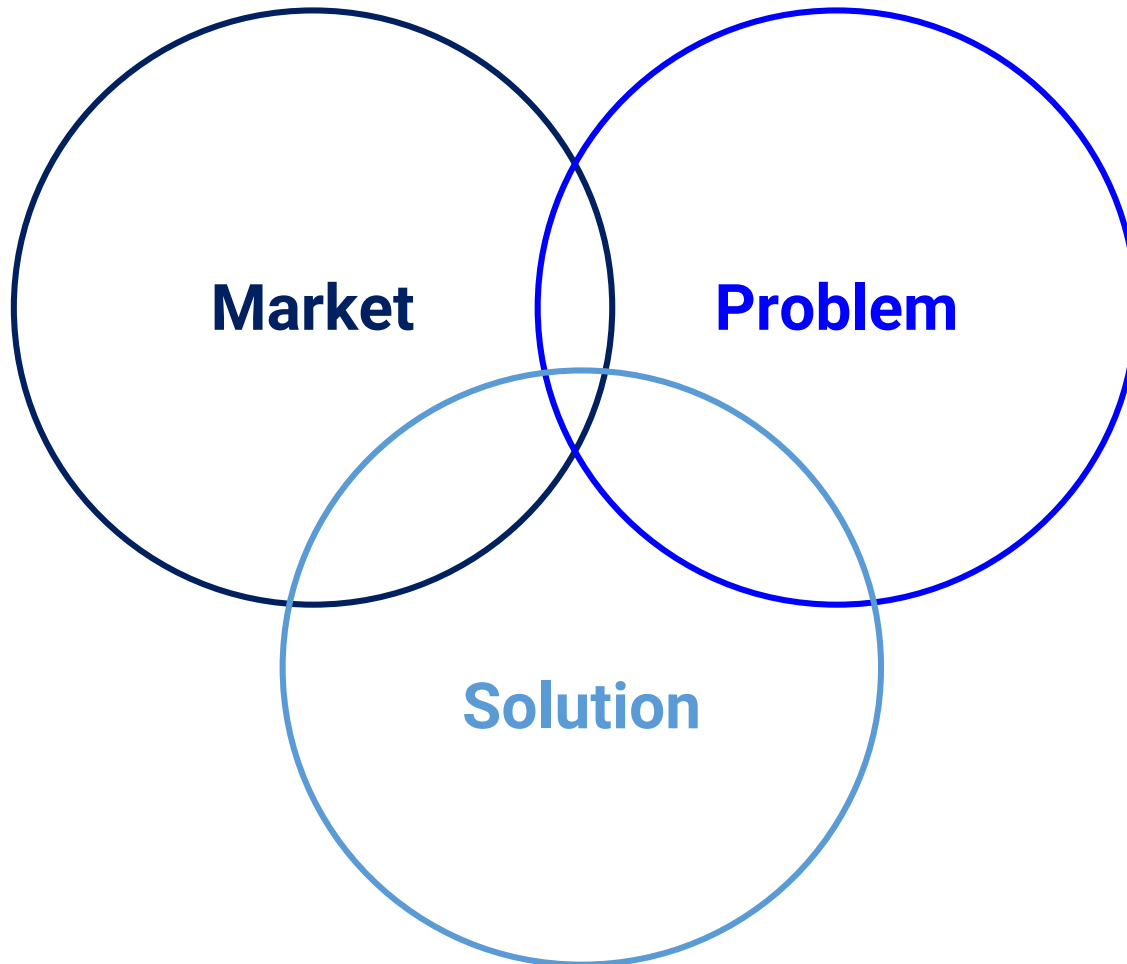
# Customer Development Model



Involves **discovering** whether the **problem, product** and **customer hypothesis** are **correct** (Product Market Fit)



# Product Market Fit



*“Means being in a good market with a product that can satisfy that market”*

is the degree to which a product satisfies a strong market demand.



# Benchmark de soluciones



Problemática,  
necesidades



¿Cómo se resuelve  
ese problema o  
necesidad?



# Benchmark de soluciones



***Mantener el pasto corto para disfrutar el jardín***



# Benchmark de soluciones



***Mantener el pasto corto para disfrutar el jardín***

¿Cómo resuelvo esa necesidad?



# Benchmark de soluciones



## *Mantener el pasto corto para disfrutar el jardín*

¿Qué criterios uso para comparar las soluciones?



Solución	Mantenimiento	Consumibles	Inversión en tiempo
Tijeras podadoras	No	No	Alta
Podadora manual	Bajo	Sí	Media
Podadora	Alto	Sí	Media
Jardinero	No	No	Baja
Pasto sintético	No	No	No requiere

# Benchmark de soluciones



***Disponer de víveres necesarios en casa cuando los necesito***



**Health pioneers**  
Transforming research in health







**Health pioneers**  
Transforming research in health



*“The most common mistake startups make is to solve problems no one has”*

*Paul Graham*



# Y Combinator



American technology startup accelerator launched in March 2005

Provides seed funding for startups.



# Y Combinator

- Since **2005**, they have funded over **3,000** startups.
- Is a community of over **7,000** founders.



Dropbox



Airbnb



Stripe



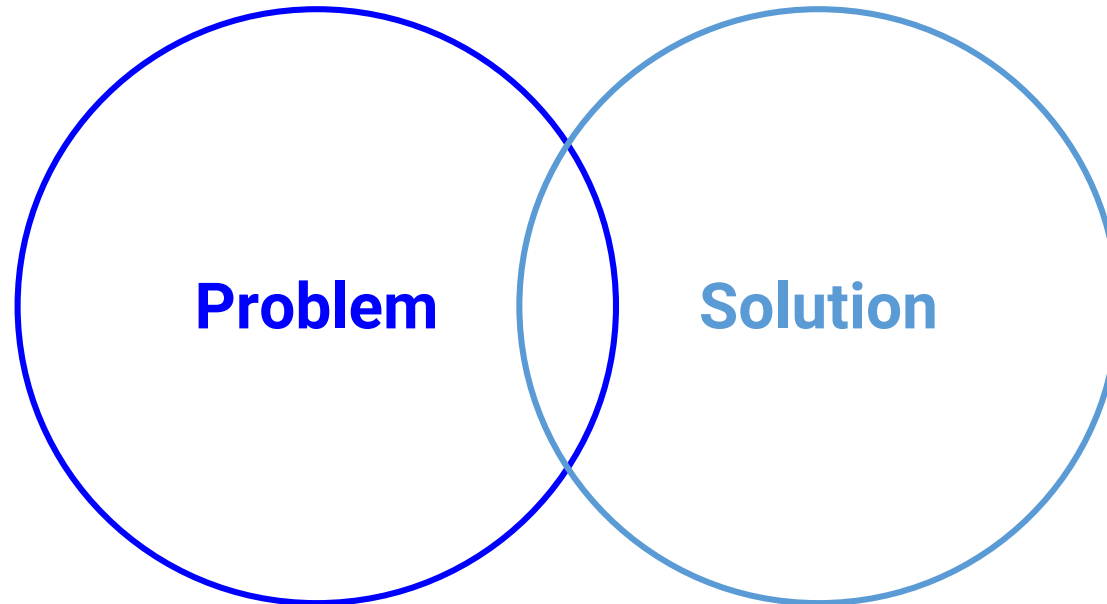
Gitlab



Rappi

# Startup idea

Popular  
Growing  
Urgent  
Expensive  
Mandatory  
Frequent



Don't start here

**SISP** Solution In Search of a Problem



# Y Combinator

**Problem:** It is hard for founders to raise money without knowing someone in Venture capital.

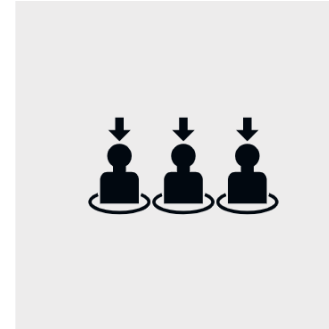
**Solution:** Y Combinator invests in companies through an open application.



# Benchmark



Describe your  
company /  
project



Identify your  
competitors



# Describe your company / project

- What are you making?
- What is the problem?
- Who is the customer?





# Describe your company / project

- Express the idea clearly
- Describe what your company does in 50 characters or less.



# Startup description

- Airbnb is the first online marketplace that lets travelers book rooms with locals, instead of hotels.
- Dropbox synchronizes files across your/yours team's computers.
- Lumineye is building X-ray vision for soldiers and first responders.



# Startup description

- × We are going to transform the relations between individuals and information.
- × IT security services.








# Startup description

- × Our company will make low cost and low power consumption medical devices based on artificial intelligence and IoT suitable for sub-Saharan communities.

We create affordable medical devices for Sub-Saharan Africa










# Startup descriptions

	<b>On-demand delivery and financial services for Latin America.</b> ● W16
 Atrato	<b>Affirm for LATAM</b> ● W21   Active   Payments   Fintech
	<b>Moons provides high quality orthodontics in LATAM at accessible prices</b> ● W20   Active
 Orchata	<b>Groceries delivered in 15 min in LATAM</b> ● W20   Active   Delivery   Grocery
	<b>Financing platform LATAM car dealerships</b> ● W20   Active   Marketplace   Fintech

● Active

<https://www.ycombinator.com/>

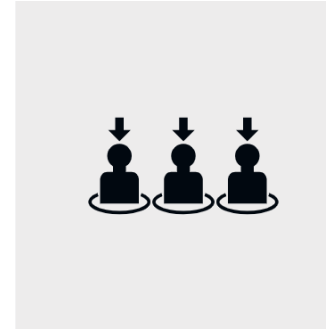
# Startup descriptions | Health

	<p><b>Next generation infectious disease test kits</b></p> <p>W15 Public</p>
	<p><b>Fast and low-cost diagnostics for real time disease surveillance</b></p> <p>W15 Health tech Diagnosis Biotech</p>
 <p>Terapify</p>	<p><b>Online therapy platform for the Spanish speaking market</b></p> <p>W21 Consumer health services Telemedicine Mental health tech</p>
 <p>Vitau</p>	<p><b>Subscription pharmacy for patients with chronic diseases in Latam.</b></p> <p>S19 Health tech Consumer health services</p>
 <p>Starling</p>	<p><b>AI enabling digital urine diagnosis in the home</b></p> <p>W22 Medical device Digital health Machine learning</p>
 <p>Tempo</p>	<p><b>Live home fitness training powered by computer vision.</b></p> <p>W15 Consumer health services Machine learning</p>
 <p>BillionToOne</p>	<p><b>The genetic testing platform detecting and measuring disease</b></p> <p>S17</p>
<p>K I W I B I O</p>	<p><b>Enzymes to break down common dietary triggers (Patent-pending)</b></p> <p>S21 Food tech</p>

# Benchmark



Describe your  
company /  
project



Identify are your  
competitors



# Benchmark



***Desarrollamos conservadores naturales para la industria alimenticia***





# Benchmark: antimicrobianos naturales para uso alimentario

Competidor	País	Producto	Ingrediente activo	Target MOO
Vic Chernikoff	Australia	Her-Bev	Ac. Esenciales	Bacterias en ambientes de pH bajo (ej. Jugos)
		Herbal Active	Ac. Esenciales	Levaduras, Bacterias, Hongos, Moho (ej.: jugos, emulsiones, cárnicos, lácteos)
Bayer	Alemania	Merinat-N	LAE (ethyl lauroyl arginate)	Bacillus subtilis, Clostridium sporogenes
Danisco	Dinamarca	Nisaplin	Nisina	Bacillus, Clostridium
UrthTech	EEUU	UrthMed	<i>Alcohol etílico como base activa, aceite de coco como surfactante, y ácido láurico como agente desinfectante</i>	Esporas
CHR-Hansen	Dinamarca	Afilact	Lisozima	Bacterias Gram+ Solamente
		Chrisin C	Nisina	Bacterias G+; Bacillus y Clostridium
Miguel Hernández University (Investigadora Juana Fdz López)	España		Aceites esenciales (limón, mandarina, toronja)	Hongos
University of Foggia	Italia		Extracto de limón; quitosano; semilla de toronja	Bacterias y hongos
Nutraceutical Clinical Laboratories	EEUU	Nupreserve	Celulosa vegetal + cera de abeja + lecitina de soya	Bacterias y hongos (en jugos y panes)

# Benchmark: antimicrobianos naturales para uso alimentario

Producto	Ventas (\$MUSD)	Ingrediente activo	Esporocida	Estatus
Merinat-N® (Vedeqsa/Bayer)	\$11.8	LAE (ethyl lauroyl arginate), HCl	Bacillus subtilis, Clostridium sporogenes	Mercado
Nisaplin® (Danisco)	\$2,436	Nisina	Bacillus, Clostridium	Mercado
UrthMed® (UrthTech)	\$0.10	alcohol etílico como base activa, aceite de coco como surfactante, y ácido láurico como agente desinfectante	10 Minutos: Clostridium difficile spores	Todavía no lo lanzan al mercado



# Benchmark

× Detección de ADN mensajero de las isoformas del receptor de estrógeno con sus variantes



***Prueba genómica para predecir  
respuesta a tratamiento de cáncer***

# Benchmark: Prueba genómica para predecir respuesta a tratamiento de cáncer

Genomic firm	Platform	Sample	Considers Er $\alpha$ , Er $\beta$ , variants and ER targets?
	RT-qPCR	FFPE	Only Er $\alpha$
	RT-qPCR	FFPE	Only Er $\alpha$



# Benchmark de soluciones



## *Prueba genómica para predecir respuesta a tratamiento de cáncer*

¿Qué criterios uso para comparar las soluciones?



Genomic firm	Benefit	Processing
	Response to chemotherapy	Centralized lab
	Risk of recurrence	Local lab

# Resumen



***Describe tu proyecto. No la tecnología***



***Identifica soluciones que resuelven la misma problemática***



***Compara las características técnicas y beneficios de soluciones existentes***

# ¡Gracias!

Dra. Yenira Tlacuilo Parra  
yenira.tlacuilo@tec.mx

