

CHALLENGE BRIEF - SCARLETRED

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



Scarletred®Vision is a software solution for analysis, measurement and scaling of wide range of dermatological conditions. Injection site reactions (IRS) are reactions that people get from injections (varying from beauty fillers to vaccines). Scarletred®Vision enables digital tracking and objective assessment of IRS.

Challenge description:

This challenge is written for creative students interested in implementation of novel biomedical solutions as well as for all the students who have innovative ideas for business development. Students should have a good understanding of business, marketing and preferably, basic understanding of health industry/public health.

The challenge is a **combination of product innovation and market breaching strategy**.

The task is to:

- **implement Scarletred®Vision technology** in monitoring injection site reactions (IRS).
- **find a market and/or specific industry** in which our state-of-the art technology could be used for monitoring IRS.
- **analyse market and/or specific industry** potential for Scarletred®Vision technology with regard to monitoring IRS.
- **create breaching strategy** for the new market/industry.

The aimed outcome is to implement our technology in the novel industry, which has to be dermatology and/or health related.

The outcomes of the assignment would help us to introduce our technology to novel actors in the business and make Scarletred®Vision more approachable to public health, novel industries and even general public.

***Bonus note: inside health industry you can focus on vaccines (have in mind Covid-19), beauty industry, telemedicine... use your imagination when picking-up an area!*

Assumptions:

To make this analysis truly useful, the team will receive guidance from SCARLETRED Holding GmbH. about:

- Detailed description of our technology and principle on which it works.
- Explanation of Scarletred®Vision´s current usage, as well as explanation of current market share in the context of current partnerships.
- Limitations of our software and technology.
- Financial limitations as well as limitations of manpower inside team.

Deliverables:

- A report consisting out of:
 - Your market and industry research, including i.a. potential competitors, possible obstacles and solution recommendations.
 - Your product implementation strategy.
- A visual presentation of your strategy (e.g. scheme or infographic).

Recommended methodology:

- Team is free to pick up their focus and preferred approach.
- Important to be aligned with (inter)national regulations for medical devices.

Relevant material:

- Fortune Business Insights (2020). *Vaccines Market Size, Share, Growth: Global Industry Report*. Fortune Business Insights.
www.fortunebusinessinsights.com/industry-reports/vaccines-market-101769
- World Health Organization (2020). *Draft Landscape of COVID-19 Candidate Vaccines*. World Health Organization.
www.who.int/publications/m/item/draft-landscape-of-covid-19-candidate-vaccines
- World Health Organization. (2019). *Global vaccine market report*. World Health Organization. <https://apps.who.int/iris/handle/10665/311278>
- Fortune Business Insight (2020). *Teledermatology Market Size, Share & COVID-19 Impact Analysis, By Type (Products & Services), By Modality (Store-and-Forward (Asynchronous), Real-Time (Synchronous) & Others) By End User (Healthcare Facilities, & Home Care), and Regional Forecast, 2020-2027*.
www.fortunebusinessinsights.com/teledermatology-market-103491
- <https://scarletred.com/news/show/vaccination---monitoring-of-injection-site-reactions>
- <https://scarletred.com/>

About the business:

SCARLETRED Holding GmbH. is a digital health company revolutionizing dermatology by introducing standardization and objectivity in the process of skin imaging and assessment by the medical device system Scarletred®Vision. Scarletred®Vision is a skin imaging technology integrating a clinically validated mobile software core enabling high quality documentation and analysis of an extensive variety of skin conditions.

Scarletred®Vision is a software solution for analysis, measurement and scaling of wide range of dermatological conditions. It is already being used in clinical studies for monitoring psoriasis, chronic wounds etc. The system includes Scarletred®Skin Patch technology for image calibration purpose, which solves the global problem of a lack standardization and objectivity in Dermatology. The system generates anonymous imaging data, which can be uploaded and stored in a secured Online

Platform. Therein clinically validated algorithms are provided. The low risk product is the first of its kind supplied to Biopharma and Cosmetics Industry, Hospitals and Medicinal Experts for the current intended purpose of documenting and measuring visual skin parameters, such as the intensity of skin erythema, change in skin pigmentation and the size of a wound over time.