

# IHD

**I**NNOVATIVE **H**EALTH **D**IAGNOSTICS

1



SWOT analysis of the  
**IHD** SME in  
PHARMA-COG,  
an IMI consortium

Global Development of diagnostic tests for Alzheimer disease

XR/IHD

# IHD and its environment



**IHD**

*INNOVATIVE HEALTH DIAGNOSTICS*

2

**Founded in 2008 : development of diagnostic tests for AD from methods discovered and patented in a CNRS's lab.**

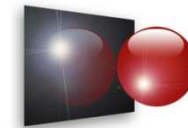
Incubated in SEMIA, Strasbourg,

Awarded laureate for the "Concours National" from the French Ministry of Research for "Emergence" (2007) and for "Création-Développement" (2008).

Member as a SME of the **IMI project PHARMACOG**,

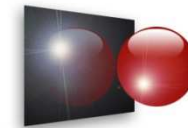
Member of **Alsace Biovalley** and **Neurex**,

Located in the CNRS Neuro Incubator of Strasbourg.

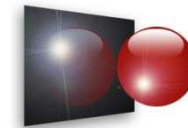


**PHARMA-COG** proposes to accelerate new therapeutic molecule validations using a ‘MATRIX’ approach i.e. conducting parallel experiments in animals and humans using a comprehensive and standardized battery of behavioral, morphological/functional imaging, neurophysiological, and biochemical endpoints to:

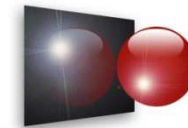
- develop models with greater predictive capacity for the clinics
- develop and validate translatable pharmacodynamic markers to support dose selection
- develop challenge models to support early hint of efficacy studies
- identify and validate of markers of disease progression and patient stratification



- **Consortium = 29 participants from 9 European countries:**
  - 12 academics
  - 11 big pharmaceutical groups
  - 5 SME
  - patient's associations
  - EMEA as associated partner
- **Co-financing of 22 M€:**
  - 9 M€ from UE
  - 13 M€ from the pharmaceutical industry



# SWOT analysis of IHD's participation in an IMI consortium as a SME



## **STRENGTH**

High and sharp expertise in the scientific field

Reactivity

Innovative ability

Exclusive science and know-how

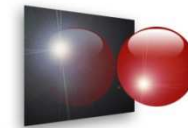
Good interactions with the public research and hospitals

## **WEAKNESS**

Human and financial means

Critical size

Internationalization



## **OPPORTUNITIES**

Network access

Larger clinical references

Clinical trial sizes

Access to multicentric results (inaccessible for a SME)

International visibility of the offers

Deal opportunities

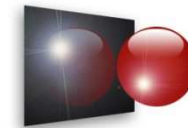
Private fund opportunities

## **THREATS**

Transfer or sharing of the IP and know-how

Diffusion of the information

Waste of the time (due to slow reactivity of big structures)



## CONCLUSION

The participation to an IMI project is a important source of opportunities.

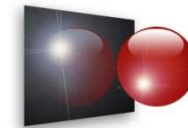
Threats must be clearly identified by the executive board.

The first risk is the mean dilution, actually rare in a SME.

If they are clearly identified and known, threats and weaknesses can become strength elements for the company and are some sources of collaboration within the consortium.



## Contact



**IHD**

**INNOVATIVE HEALTH DIAGNOSTICS**

9

**Mr. Xavier Regnaut**  
**Centre de Neurochimie**  
**5, rue Blaise Pascal**  
**F-67084 Strasbourg Cedex**

**[xavier.regnaut@ihdiag.com](mailto:xavier.regnaut@ihdiag.com)**

**[www.ihdiag.com](http://www.ihdiag.com)**