

Transform How Your Business Conducts Market Research

When BD Technologies and Innovation (BDTI) needed experts to expand its research capabilities, it turned to NCBiotech's Life Science Intelligence (LSI) team and transformed the way it accesses and analyzes market and scientific information.

The Client:

BD Technologies and Innovation

Located in Research Triangle Park, BDTI develops and identifies new technologies for its parent company, global medical technology giant BD.

As the Director of External Innovation and Partnerships, Al Lauritano identifies disruptive healthcare technologies and business models emerging in global startup communities. His team mentors the most promising startups and develops internal startup opportunities for BD at the company's Innovation Hub in Silicon Valley.



The Problem:

Retirement Creates Void

For many years an in-house librarian ensured journal subscriptions were current and conducted limited literature searches for BDTI's scientists. When the librarian retired, the organization took the opportunity to evaluate its needs and opportunities.

Lauritano was familiar with the LSI services NCBiotech offered. Before joining BDTI, he visited the LSI library to conduct research.

The Solution:

NCBiotech's Life Science Intelligence Team

"NCBiotech's life science intelligence team offered BDTI the opportunity to access experts who were already up and running and familiar with the work we do," said Lauritano.

It was perfect timing for NCBiotech. With its commitment to transforming life sciences in the state, the organization was identifying new ways to realign its strategic approach, leveraging the skills of its in-house experts and maximizing state funding resources.

NCBiotech's LSI team works alongside organizations' R&D and business development teams to provide business research and information management services.



“Our research analysts are experts in the business of life science. Once presented with a need, we provide companies with the research and intelligence they need to make smarter decisions that could transform their business,” said Susie Corbett, Vice President of Life Science Intelligence.

The Partnership

Within the first year of its partnership, the research analysts’ role evolved as NCBiotech’s LSI team became strategic advisors to BDTI’s scientists.

“We provide mentoring to startups around the globe,” said Lauritano. *“These small companies do not have the staff to conduct research. NCBiotech’s research analysts have been instrumental in this area, developing market research reports that help these startups understand the competitive landscape.”*

“Our team of research analysts brings real value to our clients,” said Corbett. *“Working with our research analysts, any company can have a team of life science intelligence researchers.”*

BDTI’s Lauritano is excited about the partnership’s future.

“The NCBiotech research analysts have become an extension of our team. They provide an ongoing service that saves our team time, while providing expertise.”

*Al Lauritano,
Director of External Innovation
and Partnerships / BDTI*



Let Us Transform How Your Company Conducts Market Research

With contract plans tailored to your needs, we can work alongside your R&D and business development staff to provide ongoing, dedicated information management and market research support to your company. Contact us to learn how LSI can transform your competitive intelligence and information management functions — so you can focus on innovation and growth.

VISIT: ncbiotech.org/resources/lsi

CALL: 919-549-8880

The North Carolina Biotechnology Center transforms life science and North Carolina through its technology, company, regional and sector development activities. NCBiotech is a private, non-profit with headquarters in Research Triangle Park and offices in Asheville, Charlotte, Winston-Salem, Greenville and Wilmington and receives funding from the N.C. General Assembly.