



# Why “Market analysis”?



## New Ordinance

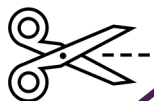
SFS-nummer · 2022:1378 · [Visa register](#)

Förordning (2022:1378) om avgifter för forskningsinfrastruktur

Departement: Utbildningsdepartementet

Utfärdad: 2022-08-18

Ikraft: 2022-10-01



Avgifternas storlek

3 § Universitet och högskolor får besluta om avgifternas storlek.

Avgifternas storlek ska bestämmas så att de täcker upp till verksamhetens kostnader (upp till full kostnadstäckning).

Om det är nödvändigt för att undvika att konkurrensen på marknaden snedvrids, ska avgifternas storlek bestämmas utifrån marknadsmässiga grunder.

## Fee size

3§ Universities and higher education institutions may decide on the amount of fees.

The size of the fees shall be determined so that they cover up to the costs of the operation (up to full cost coverage).

If necessary to avoid distortion of competition in the market, the size of the fees shall be determined on market grounds.

# Framework/template example

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- EU Project TEF-Health

- Focus on AI and robotics
- Making infrastructure accessible to SME:s
- *How do you do a market analysis in-line with the new ordinance?*



- Centre for Imaging Research/Karolinska Institutet – “framework”

- *Nota Bene!*

Not validated by any stakeholder, KI or other  
Home university framework applies



# Framework Market Analysis



Market analysis is a **systematic** process of **gathering and interpreting information** about a specific market within an industry.

**Introduction to facility**

**Executive summary Market Analysis**

**Market analysis**

Method used for the market analysis

Results

**Unique selling point vs competitors**

**Date**

**Signatures**



## DRAFT

### Template/framework for Market analysis for academic research infrastructures

Title/name of Unit, core facility, research infrastructure

#### Description

Brief introduction to service and/or facility: What is the offering?

Optional: Picture of technology/service

Webb: Homepage, keep it up to date

Contact details to facility: Person responsible, address and/or email

#### Executive summary of the market research analysis

Approx. 500 characters, conclusion.

## Draft document – provided after webinar

- Please provide feedback  
– from you or your university

## Market research analysis for service X at unit/research infrastructure/core facility Y

### Method used for the market research analysis

Brief description of how the analysis has been done: personal network, desktop research: search terms, date accessed, reports.

### Results

Summary of the field the service operates within, Competition overview (if there is one)

- (International competition (Outside Europe))
- Europe
- Sweden

### Unique selling point/offering of your service vs competitors

- Describe the uniqueness of your service and your market sector **[IMPORTANT]**  
How do you differ from commercial offering
- Are similar or identical services provided by a company or other entity?  
How many, where, and how far away.  
The distance to the closest competitor/alternative is an important factor in relationship to how far a patient or sample may reasonably be moved.
- Describe 3-ish of them briefly  
Country, pricing if available, distance from your Core Facility | in km

Date

Signature Head of Core Facility

Signature Head of Department

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**Thank you for your attention!**