

Market and State-of-the-Art (SOTA) Analysis

What is a State-of-the-Art (SOTA) Analysis?

The SOTA is a structured way to analyse the market.

Structured mapping of:

- Existing commercial solutions
- Pre-commercial technologies and prototypes
- Scientific and patent activity
- Ongoing R&D projects
- Market maturity and technological gaps

Its purpose is to:

- Understand whether the challenge is already solved
- Identify maturity level (TRL / IML)
- Detect functional and performance gaps
- Justify the need for PCP/PPI
- Prepare a strong Open Market Consultation

Notice that depending on the phase you're of the innovatin procurement project, the depth level of the analysis will vary.

Before starting the analysis, it's very important that you have the challenge and scope as clarified as possible to know what are you looking for (done in previous steps of the HIPAT). You could summarize the information in a table like this:

Element	Description
Clinical / Operational Problem	
Target Population	
Care Setting	
Key Functional Requirements	
Non-functional Requirements (interoperability, regulatory, scalability)	
Desired IML (Innovation Maturity Level)	

Information Types and Sources

Source Type	Platform	Purpose
Commercial Solutions	<ul style="list-style-type: none"> - Google - MedTech Innovator: Global medtech accelerator offering insights and rankings of innovative medical technologies. - StartUs Insights: Platform providing curated startup and technology scouting reports including rankings and trends in medtech. - Crunchbase: offers filters and rankings for startups and companies in medtech sectors. - CB Insights: Industry analysis and company rankings for health tech and medtech. - Statista: Market size, trends, and industry insights. 	Identify existing products

Patent Databases	The Lens , Espacenet , WIPO	Detect innovation activity
Scientific Publications	PubMed , Google Scholar	Research maturity
EU-funded Projects	CORDIS	Identify ongoing R&D
Clinical Trials	Clinical trials EMA (EU) , ClinicalTrials.gov (US)	Innovation validation
Innovation Events	See “List of Clusters and Events” Resource	Emerging trends
Clusters / Accelerators	See “List of Clusters and Events” Resource	Ecosystem mapping

SOTA Template

Solution	TRL (1-9)	Market Ready? (Y/N)	CE/FDA Status	Key Limitations/Gaps	Score*
Solution A (Example)	8	Yes	CE-marked	No interoperability	
Solution B (Example)	5	No	No	Scalability issues	
Solution n					

*give a score depending on the factors you define

As you move from a preliminary SOTA to an in-depth market analysis the focus should shift from the technology and maturity to the market capacity and competitiveness to allow you to shape the Open Market Consultation and the procurement design.

Additional Resources

- [Smartsheet](#): Offers free downloadable market analysis report templates (Word, Excel, PPT).
- [Template.net](#): Large library of market analysis report templates.