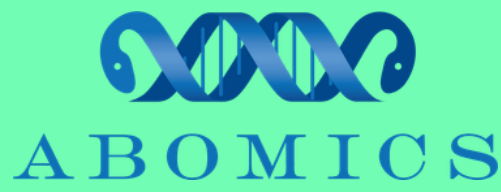




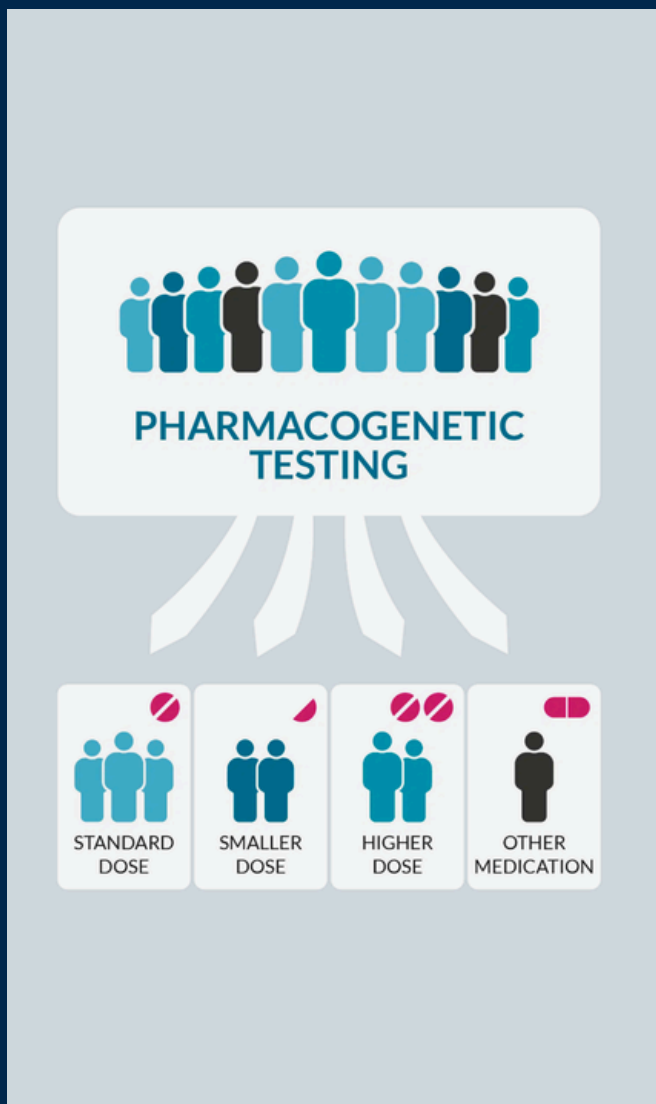
Case Study



How EntryMapper helped Abomics turn complex PGx expansion decisions into a data-driven international growth strategy

SUMMARY

This case study showcases EntryMapper's collaboration with Abomics, a Finnish pharmacogenomics company, focused on sharpening its international expansion strategy. The engagement combined broad market prioritisation with deeper country analysis to help Abomics understand where it could scale most effectively, how local market conditions differed, and what type of go-to-market model each geography would require.



Abomics provides pharmacogenetic interpretation, database, and integration capabilities that help laboratories, hospitals, and digital health partners turn genetic data into clinically actionable medication guidance. With a strong position in Finland, selected international traction, and expanded capabilities following its merger with Multirec, the company was entering a new phase of growth and needed a clearer basis for prioritising markets and shaping its expansion approach.

Abomics needed answers to three questions:

1. Which markets offered the strongest expansion potential, considering factors such as reimbursement, policy support, procurement, workflow fit, and entry complexity?
2. In those markets, what did local PGx dynamics actually look like – including regulation, reimbursement, single-gene vs multi-gene adoption, and competitive intensity?
3. Where did Abomics have real white space, and which customers, partners, and commercial routes were most likely to support scalable growth?

EntryMapper's work gave Abomics a clearer expansion roadmap and a stronger basis for both strategic decisions and market execution.

OUR APPROACH

EntryMapper's approach to addressing Abomics' challenges was divided into four key areas, following standardized analysis modules that were combined into one coherent international expansion strategy.



1 BUILT A 25-COUNTRY MARKET PRIORITISATION MATRIX

Assessed 25 countries against PGx-relevant criteria such as reimbursement, regulation, healthcare infrastructure, market maturity, competition, and entry complexity to identify the most attractive markets for expansion.

2 EXPANDED INTO BROAD, MULTI-PHASE DEEP-DIVES

Expanded 13 selected markets into detailed deep dives covering local PGx market size and growth, regulations, reimbursement pathways, procurement thresholds, data-hosting requirements, genomics policy support, and other factors shaping real market-entry feasibility.



3 MAPPED COMPETITION, VALUE CHAIN & WHITE SPACE

Analyzed competitor types, value-chain roles, testing models, and workflow gaps to understand how local markets were structured and where Abomics had the strongest differentiation and white-space opportunities.

4 GENERATED ICPS, PARTNER ROUTES & EXECUTION INPUTS

Translated the analysis into practical go-to-market guidance, including priority customer segments, partnership routes, key stakeholders, and market-specific recommendations on how Abomics should approach entry and scale.



RESULTS

Outcomes and strategic advancements:

Rather than treating all countries the same, EntryMapper's work showed that PGx markets fall into distinct archetypes – such as reimbursement-led, public-system-led, and decentralized markets – each requiring a different entry model and partner strategy.

The project also made the commercial implications much clearer. Abomics gained a sharper view of single-gene/multi-gene splits, where workflow gaps remained despite existing competitors, and which customer and partner types mattered most in each market. Most importantly, it clarified that Abomics' strongest white space was not generic PGx reporting, but guideline-grade interpretation embedded into clinical workflows.

THOUGHTS FROM THE TEAM



Henriikka Halinen
CCO
Abomics

"EntryMapper's work had a huge impact on how we look at the market and on the strategic decisions we are making. It helped us move from evaluating opportunities case by case to thinking much more clearly about where PGx adoption is real, what kind of entry each market actually requires, and where workflow integration – rather than awareness alone – is the true commercial bottleneck. The analysis changed how we approach both our market strategy and our execution priorities."

WHAT DID WE DELIVER?

Our work was delivered in a board-ready strategy report supported by detailed backups and execution materials. It included a 25-country prioritisation matrix, 13 phased country deep dives, and analysis of local regulation, reimbursement, competition, market structure, partnerships, and GTM implications. Beyond market analysis, we also delivered practical execution outputs such as value-chain mapping, market-specific GTM recommendations, priority customer and partner targets, KOL suggestions, and commercial hiring inputs. The result gave Abomics a clearer basis for market selection, stronger conviction on where to focus, and a more practical roadmap for how to enter and scale in priority markets.

*Document details have been obfuscated



GET IN TOUCH

Inspired by Abomics' success story?
Get in touch with us to start your journey
toward outstanding results.



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