



Clear and actionable market insight validated Sophion Bioscience's strategy with facts, not assumptions

Sophion helps pharmaceutical companies discover better drugs faster in a specialized and fast-moving market. To support its strategy work, Sophion wanted an external reality check on how the market looks, where the company is positioned and how competitors are perceived. With many internal perspectives on the market, the goal was to validate or adjust direction through structured in-depth interviews with both customers and non-customers.

When you think you know the market, outside-in validation matters

Sophion needed a solid basis for its strategy work, not just internal thoughts and opinions. For Esben Gad, Director of Market and Product Management, the priority was to pressure-test whether Sophion's understanding of the market holds up with market participants and to clarify Sophion's position relative to competitors. Speaking with non-customers was especially valuable because that is where new perspectives emerge and assumptions are easiest to challenge.

“ The objective of the market study was very clear: We wanted an external view of the market and our positioning based on conversations with both customers and non-customers. In other words, a fact-based reality check for our strategy.

Lindberg International conducted interviews with customers and non-customers and delivered a clear report and a professional presentation with clear conclusions



Esben valued the pragmatic approach built on in-depth conversations

What mattered to me was that the approach was based on interviews with the market, both customers and non-customers, rather than heavy models and theory. We wanted new insight from interviews, not just a collection of reports and data we could have gathered ourselves.



A concrete brief and a clear how-to project scope stood out to Esben

After our first meeting, we quickly received a good and very concrete brief from Lindberg. It was easy to understand, the scope and process became clear fast and the pricing felt reasonable. The format was straightforward, which made it easy to get the project up and running.



Esben appreciated the fast grasp of a complex market and the structured delivery

There was good momentum from the start. The process was clear and well thought through, and we got what was promised. The Lindberg team showed that they can quickly understand a complex market and carry out a market study in a structured way. The final presentation was professional, with very clear messages.

Sophion can now move forward with a robust, validated market view

Esben used the findings right away:

“The findings created confidence internally, went straight into our strategy work and now we can document that our view is based on a systematic study of customers, competitors and other market actors. This is very valuable to us.”

Recommending Lindberg to other companies with a similar need?

For Esben it's a 9 out of 10

“For this type of market study I would give Lindberg International a 9 out of 10. I really appreciate that they were able to get access to the right people and have genuinely insightful conversations with them about a very complex topic.”

Get in touch if you want to hear more about how we at Lindberg International blend market research with commercial consulting so you can **“Act with confidence”**.

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About us:

For more than 30 years, Lindberg International has helped companies make commercial decisions with confidence by blending cross-border market research with pragmatic commercial consulting. We work to ensure our clients truly understand their markets, customers and competitors so they can decide where to focus and which initiatives to prioritise, turning insight into profitable growth.

At Lindberg International, experienced consultants and skilled researchers work side by side in every project. We combine market insight and commercial consulting as a tailored mix shaped by your needs. Built on this strong foundation, we offer three core services:

- High-impact cross-border research that powers your next move
- Commercial strategy for focused action and profitable growth
- Innovation that takes you from insight and ideas to market impact

All with one purpose in mind: making our customers able to **act with confidence**.

Some of our active clients:

