



DQUBE solutions



Client Profile

Soterius Pty Ltd

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## Client profile

Soterius Pty Ltd



Soterius was formed to develop solutions to problems resulting from pollution and infection and is part of the MedTech Actuator's Accelerator programme and receives investment from Artesian Venture Capital.

It has developed proprietary technology to capture and neutralise a number of viruses including influenza and other respiratory diseases. As part of its development, Soterius has also identified a modification to capture and neutralise coronaviruses.

Soterius has further leveraged its know-how to develop a biosensor that rapidly detects the presence or absence of viruses in the air and is currently working with partners to bring the solution to market.



3

Countries sampled in research:  
Singapore, Japan & China



3

Languages used in the  
research instrument

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## What we do

DQUBE Solutions partners with Soterius to conduct market research to validate market needs, understand consumers' usage and purchasing patterns and identify potential issues with products.

The findings help inform product development as well as marketing and distribution strategies.

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## From the client

Dr Chih Wei Teng, Chief Executive Officer

"In 2019, Soterius engaged DQUBE Solutions to conduct market research of purchasing and usage patterns of facemasks from consumers in China, Japan and Singapore.

This market research provided Soterius with critical information to design a facemask that addresses issues associated with current designs as well as focusing on technologies that are of value to consumers.

The team at DQUBE was supportive at every step of the journey and worked closely with Soterius to understand our objectives. We were offered different ways to get the information required and access to our target markets.

**The data we received exceeded our expectations and provided insights into the markets that were relevant and actionable."**



By drawing on our significant industry experience in market research data collection and dashboard reporting, we not only capture data but make it meaningful and actionable.



I doubt we would have acquired results that we did if the team at DQUBE Solutions were not there to guide us with their expertise.



**Dr Chih Wei Teng**  
Chief Executive Officer, Soterius Pty Ltd



**DQUBE solutions**



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