



Chapter 15

Afterword

“Great is the art of beginning, but greater is the art of ending.”

- Lazurus Long

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Being a man of science I must confess I am quite unskilled in the art of ending. Stories end, scientific expositions don't. Everything that can be discovered will never be discovered. Everything that can be invented will never be invented. There will always be the undiscovered territory, the yet uninvented art-of-living that will drive a curious mind to newer destinations. It's like the never ending story. Search for the end brings you back to the beginning. If a journey's last station does not look like a new beginning, it wasn't a scientific expedition.

This project indeed proved to be a scientific expedition, and a very exhilarating and gratifying too.

Exhilarating, because of a very challenging ride in a difficult terrain; and gratifying, because it indeed showed us the way to a new and very exciting beginning. A beginning that we could not fathom at the journey's outset. A beginning that we can share with a broader segment of humanity. A beginning that can heal a zillion hearts that are sick. To put things in proper perspective on how the journey brought us here, here are some after thoughts

The scope of this study, to begin with, was limited to application of principles of regenerative medicine to therapeutic neocardiogenesis in treating patients of coronary artery disease, more particularly resolving the translational difficulties in

reproducing the positive animal data in human trials. It was therefore meant to be a scientific exposition rather than merely an equity research, which anyway holds very little ground if the technical foundations on which products are built aren't robust. Recent disappointments in the clinical trials have placed that robustness into question. Although built entirely within the milieu of the corporate landscape, this research was therefore intended to be technology focused rather than equity focused. More than 80 companies associated with regenerative cardiology are profiled in the Appendix of this report

We avoided flooding this research report with loads of tables and data which makes it more difficult for time constrained professionals to sieve through and focus on the most important facts relevant to their interests. We decided we need not present the needle in a haystack leaving the audience lost in the haystack. Our focus was clear and precisely the issues that are coming in the way of the first approval of a regenerative cardiology product, whether protein, gene or stem cell based.

We took this up as a market research project to analyze the potential and hurdles of regenerative cardiology market and provide the research report to the companies as a business intelligence tool.

This research became what it was never intended to become. It was meant to be purely an industry research report. Meant to be just of one of the many that provide technology appraisal and business intelligence to companies in a specialized technology arena. Meant to be a market analysis of a potential industry that is building on a futuristic and speculative technology platform.

As fate would have it, a serendipitous discovery left us no choice. For the sake of zillions of industry dollars that are at stake, millions of hearts that are sick and billions of souls that are loved ones of one or the other broken heart, we followed our scientific instincts rather than stick to the professional protocol. Serendipity indeed found a new abode – Market Research. And, here we are almost 11 weeks late over our original launch date of June 24, 2008, delayed for filing first of the three patents that resulted from this research.

This research provides new findings that we believe will lead us to rethink on how we adapt our traditional knowledge in translating pre-clinical achievements to clinical success in mending the broken hearts. We are all in it together. We, you and the last heart patient's family crying for help. So guys, let's get down to work. Work for a new beginning.....

