COMPANY PROFILE TEMPLATE:

MBA NAME: Callie Smith **Date**: 12/2/2024

COMPANY: Inuitive

CEO Name: Gary Guthart **CMO Name**: Henry Charlton (per MBA Track)

Stock Price: $550.41

Market Cap: $196.04B

P&L – YoY:

Revenue ($): $2.04B Net Income ($): $565.10M

Business Model (Main Product(s):

1) Value Proposition: Innovative, robotic-assisted surgical solutions that improve precision, enhance surgical outcomes, and reduce recovery times for patients.
2) Customers Segments: Hospitals, surgeons, ambulatory surgical centers, private clinics, medical device distributors
3) Competitive Advantage(s): Technological leadership, strong brand reputation, extensive installed base and network, market dominance and first-mover advantage
4) Revenue Streams: System sales, instrument and accessory sales, service & maintenance contracts, upgrades & software sales, international sales

Strategy:

1) Markets – Where are they active? Key markets across North America, Europe, Asia-Pacific, Latin America, and the Middle East. Within each region, the company serves various medical specialties, including urology, gynecology, general surgery, cardiothoracic, and spinal surgery, among others.
2) Growth – Where/How are they driving it? Focusing on geographic expansion, especially in emerging markets; product innovation and development, such as the launch of new systems like the Ion system; expanding into new surgical specialties; leveraging recurring revenue from service and consumables; forging strategic partnerships; and focusing on surgeon training and education.
3) Differentiators – How do they win? **Market leadership in robotic-assisted surgery, innovative product offerings (such as the da Vinci and Ion systems), and a strong focus on patient outcomes and surgeon support. Its advanced technologies, comprehensive training and service infrastructure, global reach, and strategic partnerships.**
4) Economic Logic – How do they make money? Revenue through several key sources, primarily driven by its robotic-assisted surgery systems and the related products and

services. The company's business model is heavily reliant on its da Vinci surgical systems, as well as the recurring revenue generated from ongoing services, instruments, and consumables.

Key Competitors (if any):

1) Medtronic 2) Stryker 3) Johnson & Johnson

Key Risks to Business: Regulatory & compliance risks, highly competitive market, marked adoption & risks, operational challenges & distruptions.

News:

1) Trends: Analyst price forecasts are at a 2.25% upside.
2) Other: Da Vinci 5 has force feedback allowing surgeons to sense the push and pull forces exerted on tissue during surgery.

Culture/ Values:

1) Published Values ("The Talk") Innovation, customer commitment, integrity, teamwork, patient-centric care, and responsibility.
2) Real Values ("The Walk") Innovation drives their business.

Alum at the Firm (Name, Email, and Role):

1) N/A 2) N/A 3) N/A