



## Launch Execution Case Study

### **Emerging MedTech Company**

#### **Engaging Strategic Partners: Medical Imaging**

#### **The Client**

Our client is a medical imaging company seeking strategic partners to accelerate commercialization and market access.

#### **Our Client's Situation & Challenges**

Our client, with a robust intellectual property suite, was awarded a 510(k) indicated for a holographic imaging solution directed to whole breast and soft tissue. Because of cost constraints associated with development and commercialization, they were seeking corporate partners to (1) lend engineering and market access support and (2), effect technology transfer so early investors could exercise an exit.

***Our Client concluded the best pathway to commercialization success was to leverage a corporate partner's infrastructure vs. going it alone.***

- The 510(k) coupled with engineering competencies and Intellectual Property is of high value.
- Initial units placed proved to be of high fidelity in patient settings.
- More engineering and imaging work was necessary to avoid extensive radiologist education.
- The business was insufficiently capitalized to go it alone.
- Early investors, from industries outside of MedTech, were seeking an exit.
- The business was subject to many false starts and required a renewed focus.

#### **How We Helped**

We assigned a multi-disciplined high powered team comprised of business and corporate development experts to (1) activate an extensive network and (2), perform the requisite analysis to formulate the value proposition, reform the capital structure, and approach corporate partners.

***Our difference was a combination of business, corporate development, and engineering management to quickly define the market, prepare the value proposition, and get the value proposition in front of the right corporate partner candidates.***

*"This team did a great job of putting us into a position to win. It is up to us to now execute."*

*Chairman of the Board*

## The Result

Our work produced multiple corporate meetings and put our client in a position to effect deal closure.

***We approached 30 industry participants, conveyed the refined value proposition and engineering priorities, and advanced discussions with 5 companies.***

*After exhaustive segment analysis, the value proposition was refined to target specific patient settings*

*Engineering priorities were qualified and quantified*

*Market entry standards were accelerated by 2 years*

*Organized client / partner negotiations*

*Re-cast the capital structure to make an outside investment attractive*

## The **StratOps** Group Approach

We employed our proven methodology to ground market access and launch in best practices and, leveraging our extensive network of contacts, took point on approaching potential strategic partners.

