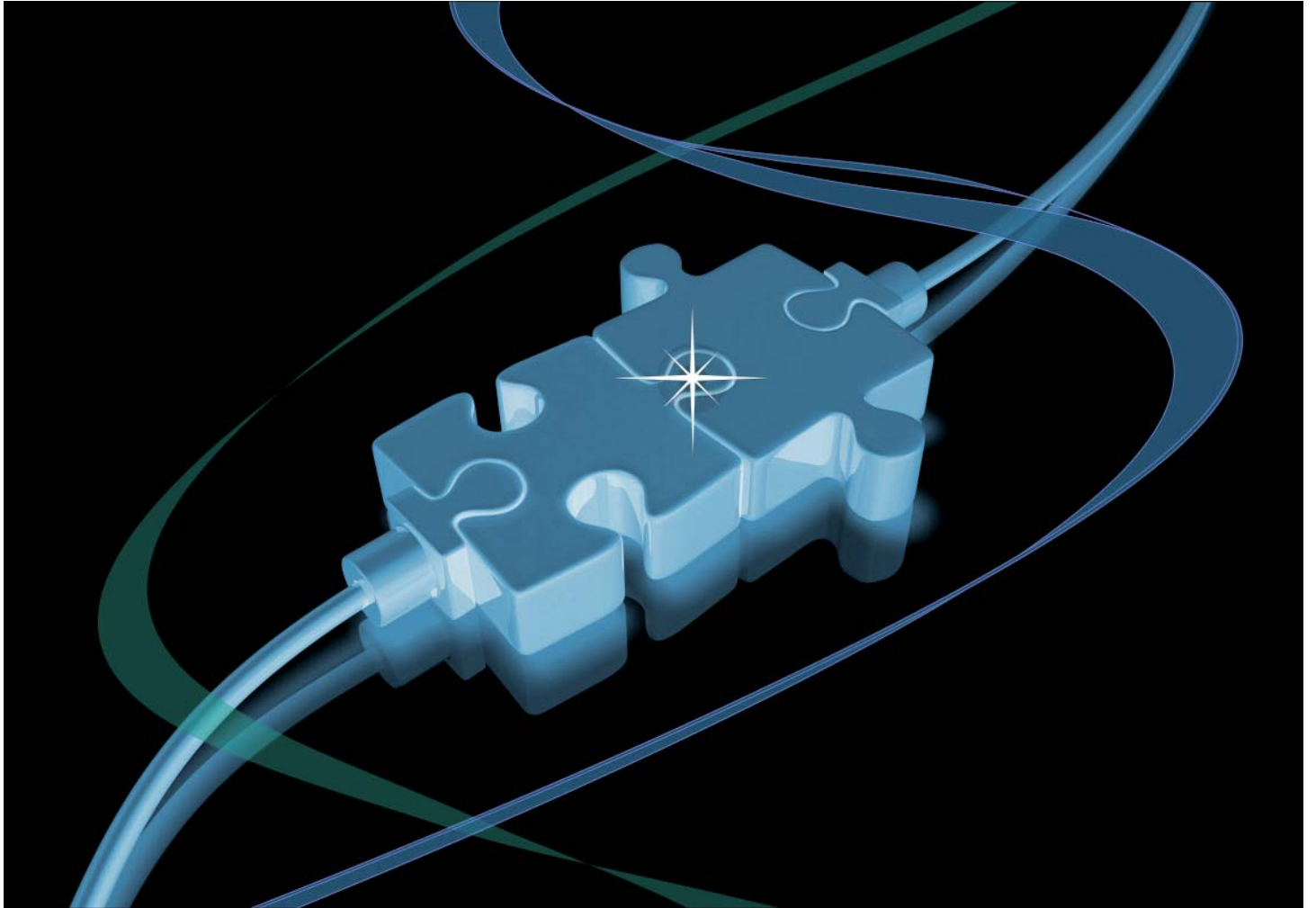




Technology Commercialization Group, LLC



Advanced market and business development experience

TCG connects you successfully to the US
and European healthcare markets

Proven success – not just “talk”

At TCG our experience is our most important credential. Everyone on our team is a seasoned US professional with C-level experience in developing and operating businesses in healthcare and related industries. Whether it is developing the market for innovative new products, product launches, licensing and business development, or starting up and managing a subsidiary, the same people who work with you on the strategy, work with you to implement the tactics. There are no hand-offs. Our experts remain thoroughly engaged throughout the entire project cycle.

We are a group of professional “implementers” who specialize in market development, transactions, R&D, finance, and operations for large and small medical device, pharmaceutical, biotechnology, diagnostic and veterinary companies. If you are considering forming a new business, thinking about a new marketing and sales approach, or need a strategic partner to accelerate your plans at incremental cost, TCG will help you achieve your goals.

A different kind of resource

We can be your advisors, or we can be your active business partner. Either way, we bring keen insights and experience that translate into increased sales and market success you and your shareholders need. We have the valuable “lessons learned” that others do not have. We use our experience to successfully develop and implement strategies and tactics that minimize risk and maximize sales and profits. You don’t waste time and money educating us. We grasp the situation quickly and act as partners to ensure success.

+1-919-354-4204 (North America)

+49-6221-27262 (Europe)

Medical devices

Innovative medical products have a great opportunity in the \$111 Billion US medical device market. However, unless you have done it before, it is a challenge to bring innovative technologies and products through timely regulatory approvals and get favorable treatment from clinicians, distributors and payors. TCG brings its experience in market development, product development and operations, in addition to our worldwide contacts in large and small US firms which are necessary in this fast moving segment.

- ▶ Opportunity assessment and strategic planning
- ▶ Market forecasting and pricing studies
- ▶ Clinical leader (KOL) development
- ▶ Regulatory and legal strategy
- ▶ Development and management of sales channels
- ▶ US subsidiary startup and management

Pharmaceutical and Biotechnology

As executives with experience in virtually every sector of the industry, we understand the pressures that pharmaceutical and biotechnology companies face when acquiring, developing, licensing and introducing new products or technologies – and we know how to work with invest-



TCG knows the pressures that pharmaceutical, biotechnology and medical device companies face when needing to fill the pipeline or to find a commercial partner.

ors. TCG brings its broad experience with all the different functions and complexities of today's fast moving industry.

- ▶ Licensing agreements and business development
- ▶ Opportunity assessments and market research
- ▶ Product launch, brand development, generic defense and life cycle management
- ▶ Pricing and reimbursement strategy

Diagnostics

It is expensive and risky to introduce new diagnostic technologies and products. Healthcare providers and Payors do not use or pay for products without evidence of benefit – meeting economic as well as medical needs. TCG brings the insights and commercialization experience required to effectively deal with all these issues while accelerating your ability to capture market share:

- ▶ Opportunity assessments and market research
- ▶ Regulatory and legal strategy
- ▶ Management of sales channels and distributors
- ▶ Pricing and reimbursement strategy

Other Life Sciences Markets

We have developed, managed and consulted with a broad range of firms to deliver benefits that are just not possible with new, or less experienced, staff or consultants. Market segments in which we have experience include:

- ▶ Veterinary
- ▶ Information technology and web commerce
- ▶ Consumer products
- ▶ Speciality chemicals and excipients
- ▶ Drug delivery



The Team

Dennis Burns

Mr. Burns has 25 years of management and market development expertise at J&J, Closure Medical, Ortho Biotech and start-ups including several CEC firms entering the US.



Robert Keefer

Dr. Keefer has 20 plus years experience in business, finance, and marketing and completing deals for Fortune 500 and emerging stage pharmaceutical and diagnostic companies.



Kenneth West

Mr. West's background includes 25 years of market development and operations experience in medical devices, specialty materials, veterinary and information technology.



James Woodward

Mr. Woodward has been CEO and CFO in early-stage wound care, cardiovascular and healthcare service companies with expertise in financial direction, partnering and M&A.



Reinhard Merz

Based in our European office, Dr. Merz has 20 years of experience in medical research, healthcare marketing and in e-business for Fortune 500, mid-sized and startup firms.



See www.t-c-group.com for full bio's.

Share the excellence

On its website TCG offers a number of White Papers offering valuable market and industry insights that will help you succeed in the constantly changing US and European life sciences industries.

Download at www.t-c-group.com



Contact us

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Companies we have served

TCG consultants have served more than 50 companies to address their needs on the US market. Among them are:

Acousticon GmbH
Addrenex Pharmaceuticals
Biolex
BioSignia
CIIT Centers for Health Research
Cilag/Ortho Biotech
Cleveland Clinic
Closure Medical
Curasan AG
DuPont
Eli Lilly
Embrex
FMC
Genomatix GmbH
GlaxoWellcome
GlaxoSmithKline
Icoria
Integrated Clinical Trial Services
Johnson & Johnson
Leigh Biotechnology
Max Delbrück Center for Molecular Medicine
Metabolon Inc
Nanogen Inc
North Carolina State Univ.
Novosom AG
Nobex
Oxford GlycoSciences
Pentapharm GmbH
Proteque
Questcor Pharmaceuticals
Quest Diagnostics
RIEMSER Arzneimittel AG
Salix
Shire
Solvay Pharmaceuticals
SmithKline Clinical Laboratories
TEAMM Pharmaceuticals
Ullrich Medical
VetInsite
Vista Information Systems
Wilmington Pharmaceuticals