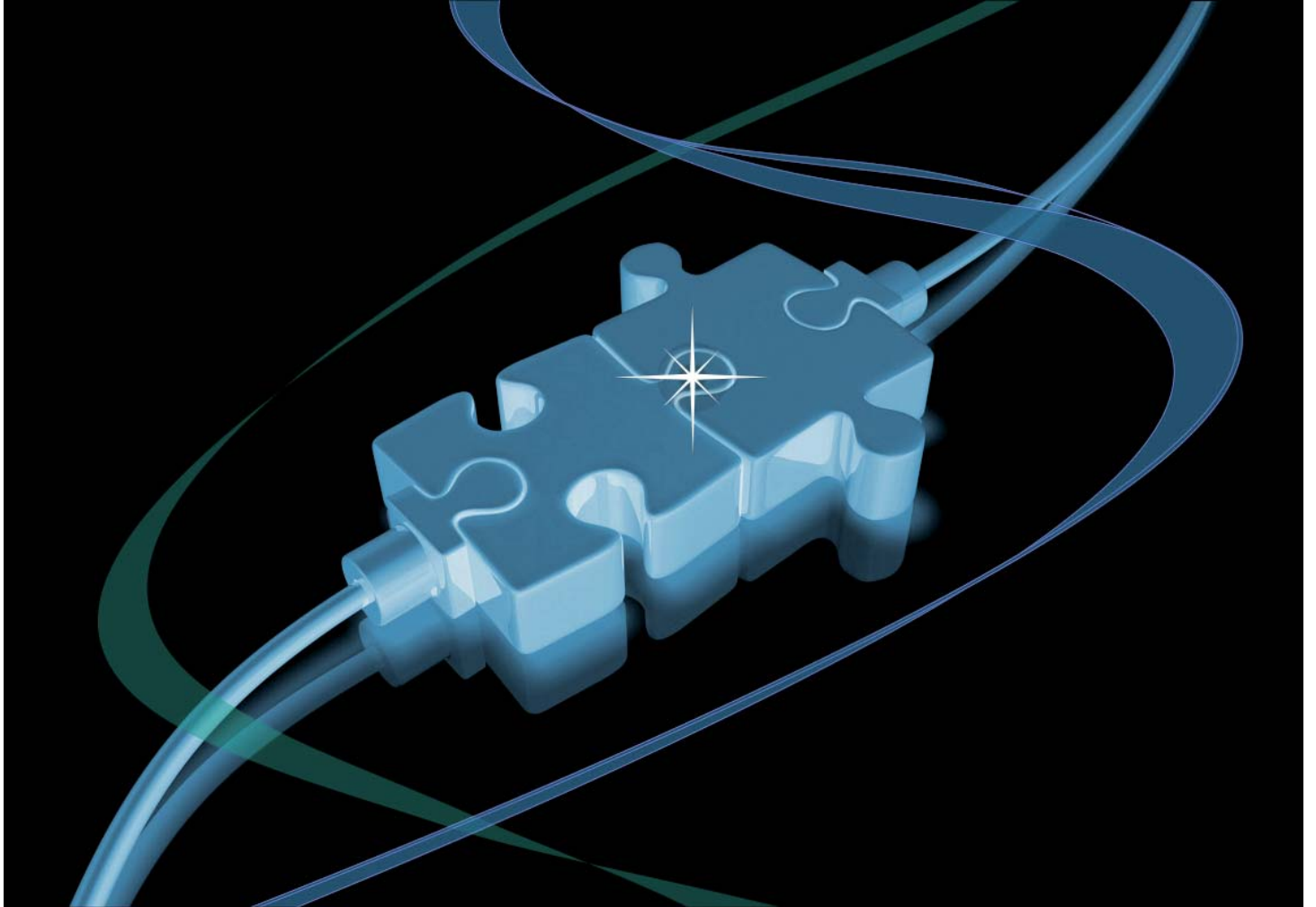




Technology Commercialization Group, LLC



International Business Development Strategy and Implementation

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 professional with years of experience in developing and operating businesses in the US and international healthcare industry. Whether you want to market and sell products on your own, or work through strategic partners and distributors, the same people who work with you on the strategy, work with you to implement the tactics. There are no handoffs. Our experts remain thoroughly engaged throughout the entire project cycle.

We are a group of professional “implementers” who specialize in product launches, market development, transactions and operations for international medical device, biotechnology and diagnostic companies. Whenever you need market-proven expertise in commercializing your product, or optimizing your current marketing and business plans, TCG can 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 that translate into increased sales and market success. We have the valuable “lessons learned” that others do not have. In turn, we use that 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.

Our product and service offerings

Innovative medical devices, diagnostics and biotechnologies have great opportunities in international markets. However, it is a challenge to effectively target and fill all the needs of customers in markets where you don’t have in-depth experience. We bring that experience and help achieve your goals in cost

effective ways. We work to ensure your products receive favorable recognition from clinicians, distributors, reimbursement agencies, and payers. We can provide you with any or all of the following services and expertise:

▶ **Opportunity assessment, market validation and regulatory strategy.** Before spending money to finalize clinical protocols with regulatory consultants and before developing a sales and marketing plan, it is best to learn if you will receive a good return on your investments. TCG helps you do this by understanding how your product will fit within current treatment and diagnostic paradigms, and works with your regulatory and reimbursement experts to ensure all regulatory and pricing decisions will meet the needs of your marketing and business plans.

▶ **Licensing and partnerships.** If the ideal way for funding the development and commercialization of a new technology or product is through partnerships and licensing, TCG has the experience and contacts to do this in the most timely way possible.

▶ **Development and management of sales channels.** If the plan is to market and sell products through sales channels that already have relationships with the customers in the markets you are targeting, we help identify



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

them and establish agreements and pricing strategies that will produce the most success for you.

- ▶ **Clinical leader (KOL) and market development.** When launching innovative products in large competitive markets, TCG will identify leading health care providers and researchers who will be most interested in your product and then influence other customers if they like it and use it. This is often the basis of the most cost effective marketing and sales strategy in our industry and we have significant experience in doing this.
- ▶ **US subsidiary startup and oversight of customer service and order processing.** While gaining regulatory approval and establishing the first phases of your US operations, TCG can serve as your interim general manager to help you save money and provide the highest level of expertise required for successful product launches. As part of this service we can also help set up your first warehousing, inventory control, customer service and order processing.

Recent Projects

TCG has helped dozens of firms over the past ten years including these projects:

- ▶ Evaluated usage and market for a new surgical monitoring system from Germany and developed the US launch plan.
- ▶ Assessed potential partners and negotiated sales agreements with four orthopedic firms for an EU company entering the US.
- ▶ Developed and implemented the US launch of a bone regeneration product meeting forecasts and leading to a successful acquisition.
- ▶ Helped identify and introduce US acquisition targets for a French company and then managed the negotiations.
- ▶ Handled legal registration, setup of customer service, and processing of all orders for the US subsidiary of a German diagnostic equipment company.

The Team

Dennis Burns

Mr. Burns has 25 years of management and market development and launch 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 development, marketing and completing deals for Fortune 500 and emerging stage biotechnology 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 regenerative medicine, 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.tcgmedtech.com for full bio's.

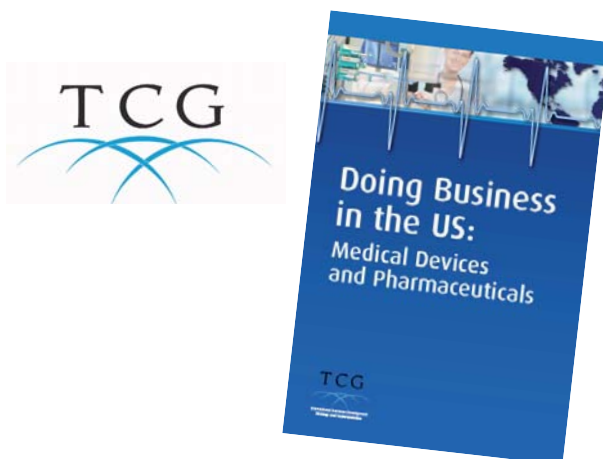
Share the excellence

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

Free download at
www.tcgmedtech.com

You may also be interested in receiving a free copy of the book "Doing Business in the US: Medical Devices and Pharmaceuticals." This book will be a valuable reference manual for companies wanting to develop their US business opportunities.

To register for a free copy of the book recently published, please call us or enter "free book" in the subject line of an E-Mail and include your name and full mailing address.



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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
Cilag/Ortho Biotech
Closure Medical
Curasan AG
FMC
GlaxoSmithKline
Metabolon Inc
Novosom AG
Pentapharm GmbH
Pioneer Surgical
Quest Diagnostics
RIEMSER Arzneimittel AG
Salix
SmithKline Clinical Laboratories
Ulrich Medical
VetInsite
Wilmington Pharmaceuticals