



International Business Development
Strategy and Implementation

EXPERIENCE

Innovative medical devices, diagnostics, pharmaceuticals and biotechnologies offer great opportunities in international markets. However, it can be a challenge to break into markets or find partners where you don't have in-depth experience. TCG brings that experience and helps you achieve your goals in the most cost-effective manner.

Industry Expertise

Medical Devices

Medical Diagnostics

Pharmaceuticals

MedTech

Functional Expertise

Commercial Opportunity Assessment & Market Validation

An accurate assessment of the market opportunity for your new product is the most critical decision input you will have. Before investing in a regulatory strategy it's important to know the interdependencies among the required regulatory claims and product positioning, as well as the reimbursement coding and pricing strategies. TCG helps you do this by understanding how your product will fit within current treatment and diagnostic paradigms, and we work with regulatory and reimbursement experts to ensure all regulatory and pricing decisions support the needs of your marketing and business plans.

Market and KOL Development

When launching innovative products in large competitive markets, leading health care providers and researchers often play a key role in influencing broader market adoption. Development of a key opinion leader base often forms the underlying basis for one of the most cost effective marketing and sales strategies in our industry and we have significant experience doing this.

Sales Channel Development and Management

If your plans include marketing and selling through sales channels that leverage existing relationships with the customers who will buy your product, we'll partner with you to identify the best pathway for this route to market and the establish the agreements and pricing strategies that will produce the most success for your company.

Licensing and Partnerships

Partnering and licensing can often be the ideal way for funding the development and commercialization of a new technology or product. TCG has the experience and contacts to do this in the timeliest manner possible. In addition to our local presence in the US and Europe, we are also an active participant in international partnering meetings. Our large network, coupled with our local presence, creates opportunities other firms cannot find.

US Subsidiary Startup and Oversight

While gaining regulatory approval and establishing the beginning phase of your US operations, we can serve as your initial sales and distribution channel while providing the experienced leadership necessary for a successful product launch. In addition to marketing and sales, our cost-effective solution includes setting up and managing warehousing, inventory control, customer service and order processing functions. This can be a savvy approach to ensuring cost-effective and rapid penetration of a new market, while preserving maximum flexibility with your future partnering and exit plans.

Technology Commercialization Group, LLC

A different kind of resource.

TCG is an international business development firm that helps medical device, diagnostics and pharmaceutical companies develop and *implement* strategies and plans to enter new markets, acquire new products and grow their businesses.

We are particularly experienced in working with innovative products that will change the treatment or diagnostic paradigm, and with products that will be sold to a new call point or different providers.

Headquartered in the Research Triangle Park area of North Carolina, TCG also maintains a European office in Heidelberg, Germany. Having this local presence in both markets has allowed us to develop a specialty in helping companies develop their transatlantic business – in either direction.

Proven success. We get the job done.

At TCG our experience is our most important credential. Everyone on our team is a seasoned professional - our partners are all former senior executives of successful healthcare corporations, each with, on average, 25 years experience and clear track records of creating value with new businesses and in bringing new products to market. We are equally comfortable working in both large and small company environments, and especially in situations where resources are scarce, requiring that everything be done in a cost-effective and practical manner.

The kind of partner you need.

Whether you want to market and sell products on your own, align with strategic partners or distributors, or break into brand new markets, a partnership with TCG means access to keen insights that translate into increased success. Why? We have the valuable "lessons learned" experience 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 partner with you to ensure success. TCG can help you achieve your goals.

Technology Commercialization Group, LLC

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International Business Development Strategy and Implementation

TCG connects you successfully to the US
and European healthcare markets

Examples of Recent Projects

Licensed a new product to a pharma company that led to follow-on investments and acquisition

Licensed a stem cell technology while preserving core IP rights

Determined the market opportunity for a new cardiac diagnostic

Commercialized a new dental product by launching the product and managing a new subsidiary to sales growth

Identified and qualified global acquisition candidates for a large biomaterials company

Acquisition strategy for specialty chemicals company

Determined global potential for an Australian company with a novel diagnostic for neurology applications

Developed and implemented a sales strategy for an early stage CRO leading to the company's first sales

Determined the market opportunity for a novel patient monitoring device

Commercialized an innovative wound care product by creating a new division that was sold in a successful exit

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

Assisted a life science VC fund in due diligence on a new clinical diagnostic platform

Performed due diligence on a novel cancer test for an EU investor

Developed product development, marketing, regulatory and reimbursement pathways for a new biochip diagnostic technology

Assessed the EU opportunity for an in-home nutraceutical product

The TCG 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. [More...](#) [Contact](#)

Robert Keefer

Dr. Keefer has 20 plus years experience in business development, marketing and completing deals for emerging stage pharmaceutical, biotechnology and diagnostic companies, including SmithKline. [More...](#) [Contact](#)

Ray W. Swanson

Mr. Swanson has more than 20 years of commercial leadership and GM experience, in the US and abroad, running growth businesses at TriPath Imaging, Dade Behring, Baxter Healthcare and J&J, including CEO of an early stage medtech company. [More...](#) [Contact](#)

Kenneth West

Mr. West's background includes 25 years of market development and operations experience in medical devices, specialty materials, veterinary and information technology, in large and small companies. [More...](#) [Contact](#)

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. [More...](#) [Contact](#)

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. [More...](#) [Contact](#)

TCG has have served more than 50 companies. Some examples are:

• Acousticon GmbH • Adrenex Pharmaceuticals • CertiRx • Cilag/Ortho • Biotech • Closure Medical • Curasan AG • FMC • GlaxoSmithKline • Metabolon Inc • MVM Life Science Partners
• Novosom AG • Nanodetection Technologies • Pentapharm GmbH • Pioneer Surgical • Quest Diagnostics • RIEMSER Arzneimittel AG • Ulrich Medical • VetInsite • Wilmington
Pharmaceuticals • Biokier

Visit the [TCG Website](#) for access to our White Papers that provide valuable market insights into successful commercialization of new products into the ever changing and dynamic US and European life science and medical technology markets. To receive a free copy of the book "Doing Business in the US: Medical Devices and Pharmaceuticals", a valuable reference manual for companies looking to develop their US business opportunities, 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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