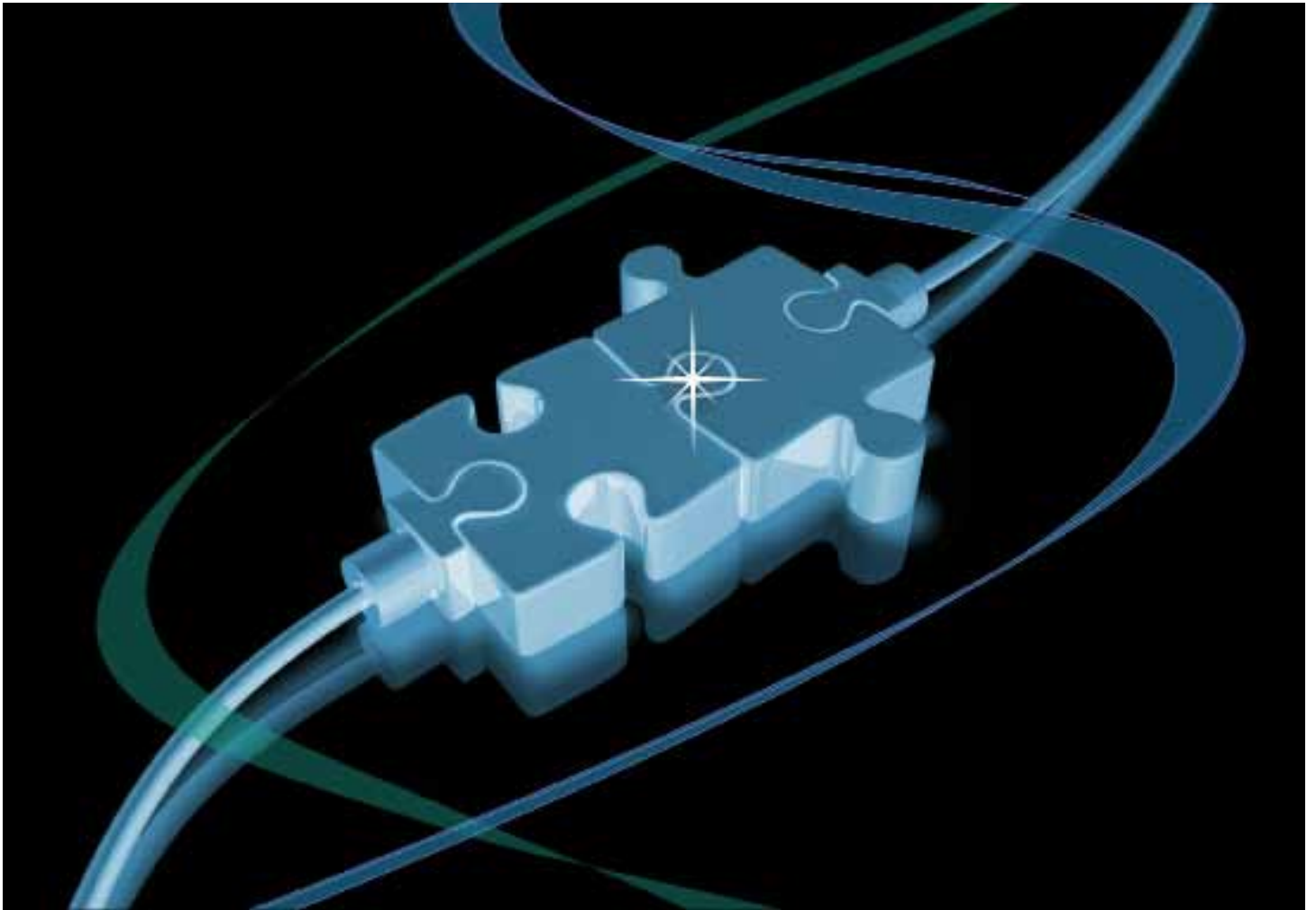




Technology Commercialization Group, LLC



International Business Development Strategy and Implementation

TCG: experienced, connected, proven success

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.



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

- ▶ **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 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.

Our Industry Expertise

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

Medical Devices

In today's highly competitive and changing global medical markets, health care providers and patients need compelling reasons to buy and use new medical devices. Reimbursement and pricing issues are critical, product training and customer service need to be superior. Marketing and sales development

are key to success. Our partners work closely with you to develop effective commercialization strategies that overcome the market hurdles associated with innovative new products while, at the same time, achieving the best routes to implementation.

Biopharmaceuticals

Early stage pharmaceutical product licensing often offers the quickest path to revenues and market success, especially in times of industry change, regulatory uncertainty and risk-adverse investors. At the same time, companies planning to out-license must completely understand how the market will value the product after FDA or CE approval, and

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TCG brings the experience to plug into a new market and helps you achieve your goals in the most cost-effective manner.

then develop the drug in a way that licensing partners can see a clear path to commercialization and reasonable returns on their investments. Successful out-licensing demands a highly collaborative approach with business development professionals who have larger and small company experience, along with deal experience and an abundance of personal relationships and contacts in the industry. These are the critical factors that TCG brings to your team.

Diagnostics

Successful diagnostics industry executives know that achieving a rapid time-to-market within the most cost-efficient pathway is an absolute requirement for being successful in today's highly competitive global markets. Likewise, because customer usage parameters can vary in different countries (e.g. CLIA regulations in the US) and even within regions in the same country, it takes a seasoned approach to identify the most promising opportunities in the global marketplace. We work closely with you to sort through this complexity to develop strategies and tactics that produce superior results while minimizing the risk of implementation.

Other Medical Technology

Medical technology has never held more potential to create new products that can impact clinical outcomes, while lowering overall healthcare costs. At the same time, changing regulatory and insurance environments may lead to higher costs of clinical development as well as increased pressure to reduce costs. This means that

Companies we have served

TCG consultants have served more than 50 companies to address their business needs. Among those companies are:

Acousticon GmbH
Addrenex Pharmaceuticals
Curasan AG
FMC Biomaterials
Encelle Inc.
Eykona Technologies Ltd.
Gattefosse SA
Lohmann & Rauscher
Novosom AG
Nucryst
Ortho Ion Ltd.
Pentapharm GmbH
Pioneer Surgical
Riemser Arzneimittel AG
Stryker
Teleflex Medical
Tem Innovations GmbH
Ulrich Medical
VetInsite
Wilmington Pharmaceuticals

companies have to rethink many of the traditional approaches for delivering sales and profit growth. At the same time, companies with innovative medical technologies may find that partnering with larger companies or businesses with established sales channels can lead to earlier and more profitable revenues.

To read detailed Case Studies outlining TCG's successful track record in these areas please visit our website www.tcgmedtech.com.

Examples of Experience

Market Assessment / Development

- ▶ Evaluated market and current operations of US wound care subsidiary
- ▶ Determined the market opportunity for a new cardiac diagnostic
- ▶ Determined global potential for a novel diagnostic for neurology applications
- ▶ Evaluated usage and market for a new surgical monitoring system from Germany and developed the US launch plan
- ▶ Launched a bone regeneration product meeting US forecasts and led to an acquisition

Business Development

- ▶ Completed search and acquisition of a drug delivery technology to enhance a company's lead compound
- ▶ Negotiated multi-million dollar commercialization agreement with a major pharma company
- ▶ Assessed partners and negotiated sales agreements with orthopedic firms for an EU company entering the US
- ▶ Acquired companies for a venture-backed firm to strengthen product and IP portfolio
- ▶ Sourced and negotiated a global distribution for a minimally invasive medical device

M&A Advisory

- ▶ Identified and qualified global acquisition candidates for a large biomaterials company
- ▶ Acquisition strategy for specialty chemicals company
- ▶ Helped introduce US acquisition targets for a French company and managed negotiations
- ▶ Secured funding to acquire endoscopic product patents from a bankruptcy court
- ▶ Scouted and evaluated technology for venture capital investment

Interim Management / Operations

- ▶ Handled registration, customer service, and processing of orders for the US sub of a German equipment company
- ▶ Launched a new dental product and managed a new subsidiary to sales growth
- ▶ Commercialized a wound care product by creating a new division that was sold in a successful exit
- ▶ Developed and implemented a growth strategy plan for a Clinical Research Organisation (CRO)

The Team

We are a group of seasoned professionals who work with CEOs and other senior executives to help them develop sales, markets and business operations in the US medical device, pharmaceutical, diagnostics, and biotechnology industries. We deliver keen insights and decisive actions that translate into the kinds of transactions, benefits and sales you need.

We are much more than advisors. We bring many years of industry experience and “lessons learned” that others simply do not have. We apply that experience to technologies and products to develop licensing opportunities and superior sales and marketing strategies in the US. Whatever your needs, you don’t waste time and money educating us. We grasp the situation quickly and partner with you to plan and execute clear, sound, business strategies and tactics.



Dennis Burns

Mr. Burns has 30 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.



John Icardi

Mr. Icardi has built 25+ years of successful experience working with small and large healthcare companies including various Bristol Myers Squibb (BMS) subsidiary businesses and physician organizations.



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.



Kathy Meserve

Ms. Meserve has more than 20 years of business development, project & portfolio management and technical experience from Genentech, GSK, and several small and start-up life science-based companies.



Jan Turek

Mr. Turek has 30 years of global experience in general management, product and market development with pharma and biotech companies. Has been CEO of Biolex after successful roles at Bayer and Bristol Myers.



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.



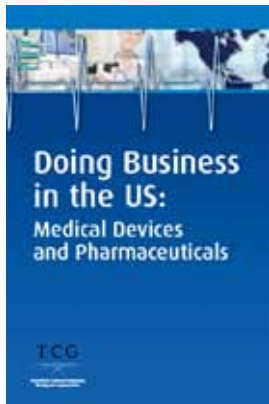
[See website for full bio's.](#)

Share Experience

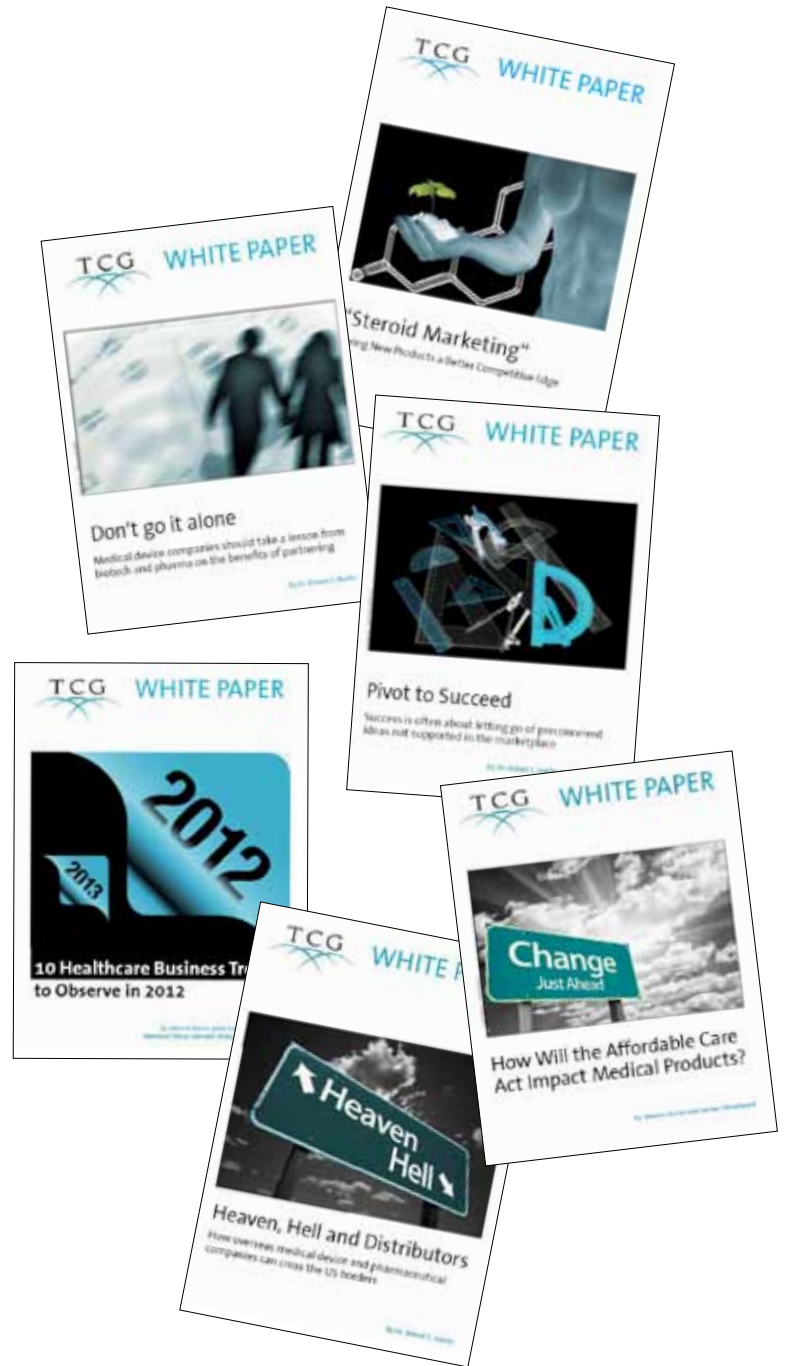
On its website TCG offers a number of White Papers giving valuable market and industry insights that will help you succeed in the constantly changing US and European life sciences industries.

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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