

Taking Good Ideas To Great Markets

In the "fuzzy front end" of innovation there is a lot of uncertainty. Typical questions include:

- How do FDA requirements interact (and depend) on your intended design, indications, and claims?
- Does the current reimbursement (and trends in the near future) allow your device to succeed?
- Should you launch first in the USA, or in Europe, or somewhere else?
- Do we have to establish a quality system to enter our market, or can we leverage partners?
- How many of those FDA and ISO rules are going to be applicable?
- What milestones and data sets are going to be needed to partner or exit?
- What kind of management team will we need to start – and then to launch or exit?
- What supply chain is sensible from the first prototypes through to volume?
- Fundraising challenges:
 - Preparing for Angel or Series A rounds and wondering how to structure the raise.
 - Sorting out the requirements for your financial and fundraising projections.
 - How should we structure the story to create a compelling presentation?
 - What should be our elevator pitch?
 - Do we need special tag lines and affiliations for online (social media) visibility?

The Idea to Market (I2M) Advisory Package is offered to independent innovators and entrepreneurs in the early stages of concept realization precisely because it is too early to take a project basis for commercialization to market entry. This package is designed for independent innovators, practitioners in private or group practice, or other inventors who aren't in a university or research center.

If you want to progress from the proverbial “cocktail napkin” sketches to planning for product commercialization and launch, we offer you the same advice and assistance that we offer to our institutional and university partners.

To get from the multitude of questions to a sound strategy, there are tools and techniques that are very helpful. Using our combined century of experience in medical device innovation we have developed business methods, templates, forms, and collaboration tools that enable effective decisions. With coaching and introductions added, getting to a sound and executable business plan is very likely.

We use weekly meetings, templates, and quality time dedicated to your specific questions and concerns, creating a virtual Executive Team that is dedicated to your success. This also opens up opportunities for Small Business Innovation Research (SBIR) and Small Business Technology Transfer (STTR) grants. These type of grants usually require a commercial partner, and Md2G can fill that role credibly to support your application(s).

Md2G offers the I2M Advisory Packages as either a Base Package at \$3,200 USD per month or a Full

Package at \$5,500 USD per month¹. The base package includes guaranteed access weekly meetings, and quick responses to your questions, an assigned Executive Coach, as well as access to our extensive network of experts. At the full package level we include meetings and phone calls with commercial partners, potential investors, and expanded time commitments. For your convenience the characteristics of both Advisory Packages are listed below:

| What's provided in the I2M Advisory Package to get your Idea To Market | Base Package | Full Package |
|---|---------------------|---------------------|
| Weekly teleconference meeting: one (1) hour for your questions or to work through materials | ✓ | ✓ |
| Strategic advice that connects your objectives to success through actionable plans | ✓ | ✓ |
| Coaching for meetings and presentations | ✓ | ✓ |
| Methods and templates for Invention Disclosures with Opportunity Analysis to patent the right product | ✓ | ✓ |
| Access to domain experts for regulatory, quality, compliance, manufacturing, design, human factors, risk management | ✓ | ✓ |
| Guidance and coaching through the creation of the initial business plan, using Md2G’s proprietary commercialization system; Strategic Parallel Implementation (SPI™) | ✓ | ✓ |
| Templates for Executive Summaries, pitch decks and other common fundraising documents | ✓ | ✓ |
| One Md2G Executive Coach as an Official Advisor with ten (10) hours monthly allocated for work and calls | | ✓ |
| Half-day “intensive” every month – Drill down on open issues or critical topics with a Medical Device Executive | | ✓ |
| “Commercial Partner” with Md2G in SBIR and STTR grants | | ✓ |
| Monthly Fee | \$ 3,200 | \$ 5,500 |

As part of your team we can help you get from your Idea to a profitable Market. We'll use the same methods helping you start your company that we use to start many others. Ask about our proprietary tools for efficient innovation (“SPI”), secure internet collaboration tools, and our network – how can we help you?

¹ Not inclusive of travel expenses or other “hard” costs