
Case Study

CS. 3

Foreign company (FC) with raw material and product idea for medical devices seeks product development, business development, sales/marketing and cooperation partners

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| Situation | Foreign company (FC) has raw material, patents and product ideas for medical devices. The company has no corporate structure of its own for | product development, business development or sales & marketing. |
| Goal | <ul style="list-style-type: none">• Evaluate cooperation partners from the health care sector who adopt product ideas or market products in their own name• Initiate patent research and patent strategy• Execute product development through to prototype• Conduct market evaluation and develop sales & marketing concept | <ul style="list-style-type: none">• Evaluate sales cooperation with appropriate partners (B 2 B)• Identify further products or markets for which the basic ideas are applicable• Develop successful product portfolio and marketing based on the patents and the raw material concept |
| Strategy and measures | <ol style="list-style-type: none">1. Evaluation of the product idea, the patents, the company and the market2. Generation of a business development concept, sales and marketing concept3. Match with the capabilities within the company4. Product development for product 15. Expansion of the product idea in the area of handling and assured usage6. Search for and make agreements with cooperation partners from industry for product 1 (B 2 B) | <ol style="list-style-type: none">7. Professional corporate presentation: ideas, production and implementation of materials for S&M activities, incl. homepage, accessibility, folders, flyers, advertising material, etc.8. PR activities9. Product and market development for product 2 together with the cooperation partner to fir his sales strategy |
| pervormance | The product itself and the market idea have been evaluated by pervormance. The product has been developed in a new direction and tested in studies. All concepts, strategy steps and implementation have been initiated, conducted and realized by the management of pervormance GmbH. The first feedback at trade fairs was extraordinarily positive. | Several distribution partners have been verified. The first sales results are positive. Further product diversification is planned. |
