



# Volitan Global & Medical Valley Germany Joint Services

2022

# Consulting Services I



## Market Analysis

Conducting market analysis with our respective partners located in the targeted area. Market analysis contains all necessary information on: the target market, market size, market need, market systematic, market players.

## Market Entry Strategy Workshop

Involve sales experts for a workshop on decision making process for the market entry strategy of the startup taking into account the target market characteristics. The aim is to determine an approach for the penetration of the targeted market in a fast way.

## Optimization of Sales Approach

Involve sales experts for a workshop on optimization of the startups sales approach taking into account the targeted market characteristics. The aim is to explore marketing and Public Relation options for the startup.

# Consulting Services II



## Identification and Introduction to Distributors

Identify and contact specialised distributors from the ecosystem with knowledge of the targeted market. The aim is to discuss possible forms of cooperation with the startup.

## Identification and Introduction to Key Manufacturers

Identify and contact key manufacturers from their ecosystem in order to create a network of meaningful relations and to establish the possibility of manufacturing products in a specific location.

## Identification and Introduction to Key Stakeholders

Identify key contacts at university hospitals, public and private hospitals, as well as physician practices and chains, or service providers in our strategic region and give an introduction to them.

## Identification and Introduction to Investors

Volitan is able to draft a list of possible investors (VCs) that can be addressed. Investor meetup events will be evaluated and a connection established to bring startup on the agenda within these pitch events. The aim is to have several talks with investors and incorporate startups into 10x ecosystem ([10xhealth.club](https://www.10xhealth.club)).

# Consulting Services III



## Reimbursement (for Europe & Germany)

Volitan will offer an individually tailored pathway to reimbursement for the startup with respective partners. Medical Valley will audit all possible options and develop a comprehensive reimbursement strategy (incl. SHI, PHI, DiGA Fast Track, IGeL, etc.). Medical Valley will involve specialists from their network to provide the startup with the needed support.

## Regulatory (for Europe & Germany)

Medical Valley will involve specialists on regulatory affairs and legal issues to check potential legal and regulatory obstacles for the startup on their German expansion. Experts from the Medical Valley ecosystem will offer 360<sup>0</sup> support in regulatory affairs.

# Consulting Services IV



## Development of Healthcare Related Cluster Structures

Medical Valley as Germany's top cluster for medical technology acts as international project manager and developer e.g. hospital consulting and development or technology park development.

## Open Innovation Services

- Establishment of a virtual open innovation platform between Medical Valley and suitable Volitan partners (e.g. Technical University Istanbul, Health Tech Cluster Istanbul)
- Establishment of joint open innovation fostering activities, e.g. hackathons

# Thank you!

Contact us for more questions!

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