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Avio Medtech Consulting and Accelermed Partner to Stop Commercial Failures

ST. PAUL, Minnesota - Medtech startups are hard, failure is common, but the work matters enough that entrepreneurs persist. Avio Medtech and Accelermed are partnering to put the odds more in the entrepreneur's favor in a critical area: early commercial planning.

Avio and Accelermed today announce a partnership to provide commercial assessment and planning services to startups that are affordable and accessible.

The Problem:

The goal of any medtech is to help patients by driving market adoption. Yet many startups wait until millions of dollars have been spent on R&D to analyze the market requirements for adoption. The consequences can be devastating – failed launches, slow or no revenue growth, and ultimately a failed business.

However, most startups cannot afford the traditional consultant offerings at their earliest stages of development, so they defer the work.

Avio and Accelermed believe there is a better way. Leveraging their focus on serving startups - Avio working to radically advance the medtech development process and Accelermed accelerating adoption of innovative medical devices – have partnered to address the needs of early-stage startups.

The Solution:

Avio and Accelermed will offer two pre-market commercialization planning programs:

Commercialization Readiness Assessment

A basic commercialization readiness assessment to provide strategic guidance on go-to-market strategy based on company internal knowledge including a market diagnostic to better understand the path to market adoption.

Comprehensive Market Assessment

A comprehensive market assessment and commercialization strategic foundation plan that assesses commercial readiness through external market research and provides a high-level strategic go-to-market plan.

Both programs provide startups with critical information to guide product development, regulatory strategy, and fundraising so entrepreneurs are more likely to drive market adoption. They are structured to be cost—and time-sensitive to startups' needs, positioning companies for success.

"I started Avio because of the challenges I and other entrepreneurs face building early-stage startups. And I've partnered with Accelermed to accelerate the market launch of my company,



Agitated Solutions. The two can now work seamlessly to see more entrepreneurs successfully reach the market.” Morgan Evans, CEO of Agitated Solutions, inc.

About Avio Medtech Consulting

Medtech is not like other industries. The discipline required to design a product, assure quality, meet regulatory requirements, and get to market leaves no margin for error. There is no pivot to a new use if something goes wrong. You start over.

Avio provides the expertise, structure, and support to turn an idea into a successful product, and an entrepreneur’s dream into a business. Our team has the full range of skills required to complement your team, filling the gaps or providing the services that a start-up or growing company needs infrequently.

Learn more at: <https://www.aviomedtech.com>

About Accelermed

AccelerMED’s mission is to help early-stage companies accelerate the adoption of innovative medical devices. Their team starts by assessing market readiness and developing a commercialization roadmap across all phases of the development and market entry pathways. This roadmap supports fund-raising, guides clinical and regulatory strategy, and informs go-to market planning and product launch execution.

Learn more at: <https://accelermed.com/>

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