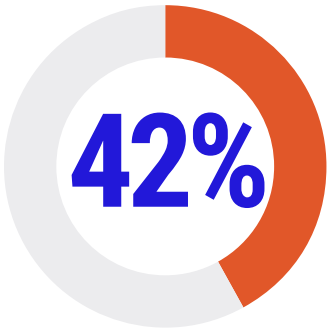


75% of U.S. medical device start-ups fail



42% of failures are due to misreading market demand



Why AccelerMED?

Too many early-stage medical technology companies fail commercially and never effectively reach the patients they could help. Often, this failure is due to a delayed initiation of commercialization planning during the product development process, leading to a miscalculation of market opportunities and challenges.

At AccelerMED, our mission is to accelerate adoption of innovative medical devices that are designed to improve quality and efficiency in delivering patient care. We do this by partnering with early-stage company leaders to assess market readiness, develop a commercialization roadmap and provide commercialization leadership across all phases of the development pathway and product launch.



Our team brings experienced medical device commercial leadership to resource-constrained organizations on an “as needed” basis to provide critical early strategy and execution. We integrate into your team to help accelerate time-to-revenue and exit for less than the cost of a full-time hire.

Early Commercialization Planning to Accelerate Sales Success

Why AccelerMED?

AccelerMED Commercialization Readiness Assessment

Our first step is to develop an understanding of market opportunities and challenges as well as internal commercialization readiness through in-depth interviews with company leadership and customers. Interviews are structured to answer key questions concerning market need, product perceptions, likelihood of adoption as well as workflow integration and economic considerations. This assessment provides critical data to support commercialization planning and fund-raising. We offer two possible options for the assessment:

Basic Commercialization Readiness Assessment (\$4,500)

GOAL:

Assess commercialization readiness and provide strategic guidance on go-to-market strategy based on internal knowledge

- Company leadership interview and background research
- Complete commercialization readiness diagnostic with leadership
- Present and discuss summary of findings and recommended next steps

Comprehensive Commercial Readiness Assessment and High-Level Plan (\$10,000-15,000)

GOAL:

Assess commercialization readiness, conduct external market assessment and provide high-level strategic plan for go-to-market strategy

- Company leadership interview and background research
- Customer interview guide development
 - Interviews with 6-12 customers*
- Completion of readiness diagnostic
- Summary of findings and strategic recommendations
 - High-level 2-3 year commercialization plan and budget

*honoraria not included

"The beauty of the AccelerMED assessment is that it is based on in-depth interviews with leading clinicians to help us understand our market opportunities and challenges. The data helped us to articulate the value of our product with customers and investors and informed the development of our commercialization plans."

– Morgan Evans, CEO Agitated Solutions, Inc.

AccelerMED Fractional Commercialization Leadership

Following the Commercialization Readiness Assessment, AccelerMED will provide a customized proposal for ongoing fractional commercial leadership. Typically, our team integrates into our clients' teams as commercialization leaders on a 1-2 days/ week basis to refine and execute an agreed upon commercialization plan. We make a long-term commitment to our clients and offer flexible payment terms to meet our clients' needs.