



International Business Development
Strategy and Implementation

CASE STUDY

GROWTH VIA PARTNERING

Entering a new market via partnering

Background

- Well established industrial coatings company wanted to enter high value coatings market, including bioactive materials.

Challenges

- How to screen potential partnerships with companies that offer promising potential, recognizing many are without websites and are off the radar.
- How to find the non-obvious, yet high potential opportunities.

TCG Approach

- Decision made to focus on early stage companies and avoid university deals with very early, raw technology.
- Leverage TCG's network of venture capitalists and private equity managers to identify promising companies in US, Europe and Asia

Results

- Provided the company with a pre-screened list of >100 potential partners.

Value to Client

- Saved client valuable time and improved the efficiency of the partnering process.

Technology Commercialization Group, LLC

1009 Slater Road, Suite 450, Durham, NC 27703 USA • 919-941-0700 • www.tcgmedtech.com