International Business Development
Strategy and Implementation

CASE STUDY

COMMERCIALIZATION STRATEGY

US Commercialization Strategy for an Innovative Wound Care Product

Background

- A Canadian mining firm found a way to produce a unique new antibacterial dressing product for reducing infections in burn patients. The management team wanted to commercialize the product in the US but had no experience with medical products or markets.

Challenges

- Build credibility quickly for this unusual innovation.
- Define the most effective market introduction strategy for the US.
- Maximize returns in a highly competitive, price sensitive market.

TCG Approach

- Assess potential by attending key wound care congresses and interviewing clinicians.
- Evaluate alternate product configurations and initiate US clinical testing by key opinion leaders.
- Create a new division to focus product development and sales efforts, simultaneously opening up additional ways to fund the opportunity.
- Leading wound care firms were contacted to explore partnering opportunities.

Results

- US launch sales growth funded expansion of R&D and manufacturing.
- The new division developed additional applications with wider potential which led to a spin out from parent.
- A global marketing joint venture was formed with a leading medical company.

Value to Client

- The JV partner eventually acquired the spin-out division for $25 M, a substantial multiple to the original investment.

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