



Are you serious about your global growth ambitions?

As you begin reading this paragraph, the world economy has transformed itself considerably in comparison to what we knew it to be only a week ago. We live in a world of speedy and **global competition**.

The technological advances, cultural changes, political forces at play and the very nature of changes in the balance of world powers create new and unexpected situations for companies doing businesses overseas. **Difficulties for some, opportunities for others who are better prepared.**

History and our experience have shown that the companies who profit most from these opportunities are those with the highest levels of flexibility and preparedness for the necessary adaptations to new cultural and business environments.

Fast action, based on solid information is mandatory, and this is what the BioNautilus/Bio Go-Global team offers.

**SAN
DIEGO
2017**

69TH AACC
ANNUAL SCIENTIFIC MEETING
& CLINICAL LAB EXPO
JULY 30 - AUGUST 3, 2017 • SAN DIEGO, CA

Meet us at
AACC
Booth #632

WHY CONSIDER INTERNATIONAL COMMERCIAL DEVELOPMENT

- U.S. political environment challenges with high pressure on healthcare expenditures
- Sales growth in OUS geographies boosts investor confidence
- Less stringent regulatory pathways
- Company valuation improves with balanced revenue sources
- Incremental sales can fuel your R&D spending
- Europe, Japan and Latin America are significant markets with 510 million, 120 million and 626 million people respectively , many with private insurance coverage
- The global IVD market alone is US\$60 billion; with US\$12 billion in Europe; US\$6 billion in Japan; and US\$2.4 billion in Latin America

Our founders are solely focused on known markets with an impressive track record.

WHAT BIONAUTILUS CONSULTING AND BIO GO-GLOBAL CAN OFFER YOU

- Sales development with identification and mitigation of main market risks
- Market opportunity assessment with GO/NO-GO decisions, market-by-market
- Local competitive landscape analysis and sales process recommendations
- Support in selecting the most suitable distribution channels
- Introductions to reputable distributor partners with proven track records
- Interim business development, sales and distribution channels management



We offer strong experience in translating strategies into successful commercial operations.



ABOUT BIO-NAUTILUS CONSULTING

BNC is your preferred partner for IVD and medical devices commercialization in Europe, Japan and key Asian countries. Because you are already busy developing your company, our aim is to provide you with all fact-based elements in a 'one-stop shopping' consultancy with a mission to help you invest wisely. We understand the business culture differences and challenges in these countries. Hands-on, we assist you in translating strategies into successful execution. With our strong and dedicated network of professionals and partners, our value exceeds the business routine, and encompasses introduction and negotiation of strategic alliances, regulatory hurdles, and legal and organizational aspects to help mitigate your risks.

Philippe Grandjean, President

philippe.grandjean@bionautilus.com | www.bionautilus.com



ABOUT BIO GO-GLOBAL

BGG is your specialist in tailored, end-to-end commercialization in Latin America. We are experts in leading successful IVD and medical device businesses, both large and small, across a breadth of therapeutic areas. As your go-to market partners, we are Latin America's insiders with knowledge and resources to guide your brand and portfolio strategies -from regulatory, pricing and market access, to strategic alliances and distribution channels. BGG helps you navigate Latin American market entry with confidence by optimizing your investment and minimizing risk.

Jeanne Brunmark, President

jbrunmark@biogoglobal.com | www.biogoglobal.com



Take advantage of our large, actionable and knowledgeable network of experts and local partners.

HOW TO REQUEST OUR SERVICES

- 1 - Contact us by email to schedule a skype call
- 2 - Share your objectives under a NDA
- 3 - Receive a free one-page summary of avenues to pursue
- 4 - Meet us at **AACC 2017 Booth # 632**, or schedule an in-person meeting at your convenience

**SAN
DIEGO
2017**

69TH AACC
ANNUAL SCIENTIFIC MEETING
& CLINICAL LAB EXPO
JULY 30 - AUGUST 3, 2017 • SAN DIEGO, CA
Booth #632

Philippe Grandjean
President, BioNautilus Consulting
philippe.grandjean@bionautilus.com

Jeanne Brunmark
President, Bio GoGlobal
jbrunmark@bioglobal.com

