

Sting

A photograph of three people in a room with light-colored wood paneling. A woman with blonde hair and red glasses sits on a wooden bench on the left, wearing a brown blazer and olive green pants. A man with brown hair sits on a grey stool in the center, wearing a white button-down shirt and black pants. Another man with a beard stands behind him on the right, wearing a dark blazer over a grey sweater. In the background, there is a white first aid kit on a shelf, a framed picture, and a small clock on the wall. A green plant is visible on the right side.

GoGlobal Medtech

Do you want to become an expert in
internationalization of medtech products?
– We provide you with the right tools

CLOSING DATE FOR APPLICATION: 27 MARCH 2019 • PROGRAM START: 15-16 MAY 2019
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GoGlobal Medtech

Europe is home to many medtech companies, the majority of which employ fewer than 50 people. New companies can find it difficult to grow, especially when the introduction of new treatments often undergoes a long and complicated process before getting marketing authorization and reimbursement decisions. Go Global Medtech aims to provide your company with the competence needed for growth and international expansion.

Discover how to break into the international market

To succeed internationally, your company needs comprehensive understanding of different markets and their specific requirements that relates to the healthcare system, their regulatory and reimbursement system and how your product influences the business case for payers, hospitals and physicians. The Go Global Medtech program helps you understand the differences between markets and succeed in making your business international.

GoGlobal Medtech provides you with as much knowledge as possible to allow you to decide how and where to take your business onto the international market. With a result oriented focus you will put together a sustainable strategy that outlines the following goals; where do we start, why do we start there, how shall we do this and which resources are required? When you end the program you have the answers and will have developed an internationalization strategy to be decided by the company Board.

Intensive two-day sessions with host companies

The program consists of five intensive two-day sessions with different themes. Previous sessions has been hosted by for example Gambro, Elekta, Nobel Biocare, Sectra, Medtronic, J&J, Cambio Healthcare and Roche Diagnostics. One session focuses on the European market, but the program also covers the US and Asian markets, and countries where you are most likely to succeed. We give you the know-how to internationalize your business. The sessions interweave lectures, individual work on the company's business model, Q&A with experienced international speakers and real life case studies.

Nothing is as beneficial as meeting those who have already succeeded in creating globalized companies. This is why the sessions are hosted by companies already active overseas. They share with you their experience of going global, how they are organized internationally, the challenges they encountered, how they solved them, the company values that guide their strategic decisions, which markets are favourable to target and which ones to avoid.

Participating companies also get the opportunity to pitch to each host company, and the opportunity to interview management of the host companies on how they view current market conditions, sales, IP protection and reimbursement. The program concludes with you presenting your international business strategy to a panel of experienced persons from medtech companies and getting valuable feedback on how to improve your plan and increase your chance of success on an international market.



2017 year's final of the Go Global Medtech program

From left: Olof Berglund, Program Leader Sting; Fredrik Westman, Careligo; Antoine Noel, JAPET; Catrin Molund, Senzime; Daniel Gustafsson, GOLI; Johanna Wollert Melin, panel member; Sören Johansson, panel member; Per Svedenhage, panel member.

Program information

Who can participate?

To take part in the program, your company should ideally have a launched product on the home market, with sales underway. Each company should send two key people, of which one should be the CEO. Participation should enjoy strong support from the board, and be part of the strategic development of the company. Up to 15 companies will be allowed to participate. The sessions will take place in Sweden and other countries within the EIT health community.

Closing date for application:

27 March 2019

Program start:

15-16 May 2019 in Stockholm

Scope:

May 2019–November 2019

(5 sessions including final presentation)

Travel costs:

Can be partly reimbursed by EIT

More information:

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SESSION 1: PREPARE FOR EXPORT, 15-16 MAY, STHLM

Lean canvas presentation, export ambitions, goal and expectations with program, NABC pitch etc.

SESSION 2: EUROPE, 12-13 JUNE, TBD

Healthcare systems in Europe, Britain, Germany and France, reimbursement, regulatory, sales, distribution and establishing a business in Europe

SESSION 3: USA, 11-12 SEPTEMBER, TBD

The US healthcare system, insurance system, FDA, reimbursement, legal system, CMS, CPT coding

SESSION 4: ASIA MARKETS, 2-3 OCTOBER, MADRID

Healthcare systems in Japan and China, regulatory, reimbursement, distribution sales and establishing a business

SESSION 5: FINANCING FOR INTL GROWTH & FINAL PRESENTATION, 13-14 NOVEMBER, STOCKHOLM

How to finance and organize your company for internationalization and rapid growth. Each participating company makes a presentation of its internationalization strategy to a panel of experienced persons from medtech companies.

PROGRAM LEADER

Olof Berglund

Olof Berglund has 20+ years of sales and marketing experience in the pharmaceutical and medtech industries, and has worked for a broad range of businesses, from small startup companies to large multinational corporations. Since ten years, he works as business coach for life science companies at Sting (Stockholm Innovation & Growth).



ASSISTANT PROGRAM LEADER

Tomas Larsson

Tomas has many years experience as an entrepreneur and a business developer in many markets. He has many years of experience in the MedTech area, most recently as a CEO of a startup company in wound healing. He is also active as business coach, board member and chairman in several companies. At LEAD incubator he is responsible for all Life Science companies.



ORGANIZER

Sting

Sting's business incubator helps talented entrepreneurs to turn their ideas into sustainable, international growth companies. By offering support within business development, financing and networking, we create the right conditions for our startups to conquer the world.

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