

class 5

Class 5 Inc. Company Overview

2011

Medical Marketing Solutions



The Class 5 Value Proposition

Class 5 provides clients with highly focused, results oriented and cost effective services in all aspects of medical product commercialization, from idea development through project implementation and sales management.



Class 5 Capabilities

Market Research	market sizing and segmentation, survey research, competitive analysis, user interface research, due diligence, financial analysis
Business Planning	business plan development, market and financial modeling, strategic analysis, funding strategies
Strategic Marketing	strategic planning, global product launch, pricing strategy development, marketing trials, engineering design review
Distribution System Development	distribution strategy development, dealer and distributor management, manufacturer's representative recruitment and management, sales training, national account management
Regulatory Affairs	Quality Management System (QMS) development, optimization, auditing, and training for medical and in vitro diagnostic devices; strategic regulatory planning; regulatory submission development and filing; interpretation and application of national and international standards

Case Study 1, Product Launch, Multinational Medical Company

- **Problem Statement**

accelerate speed-to-market for a delayed international product launch

- **Insight and Solution**

streamlined internal decision making process, instituted global “listening and responding” campaign, renegotiated distributor contracts, prioritized product shipments, focused sales message, developed international product launch kit, refined pricing strategy, increased product price

- **Results**

international dealers and distributors began to build trust in the company and product, orders were prioritized and expedited, average selling price increased and sales revenue exceeded projections by 300%



Case Study 2, Strategic Overhaul, Device Manufacturer

- **Problem Statement**

assess opportunity and identify risk for a strategic alliance beyond the company's core competency

- **Insight and Solution**

identified existing core competencies and market adjacencies, developed and implemented primary and secondary research to assess market size and revenue potential, conducted competitive analysis, identified six strategic options supported by a revenue gap analysis and a strategic roadmap

- **Results**

based on due diligence, the strategic alliance was dissolved, saving the company \$800,000 in licensing fees; an alternate strategy that focused on core technology positioned the company to reach their 3-year performance target, attracted potential acquirers and met the payout threshold required by investors



Case Study 3, Sales Team Development, Start-Up

- **Problem Statement**
a company that emerged from a university technology incubator had a breakthrough surgical technology, but insufficient funds for a sales team
- **Insight and Solution**
identified a sustainable product differentiator, networked product endorsers, developed key reference accounts, developed national and regional distributors, delivered a cost-effective independent sales force
- **Results**
over a 3-year period, the start-up became a nationally recognized technology and market share leader and attracted a number of potential acquirers, the company was then acquired by the global leader in surgical products



Class 5 Leadership

- We offer a unique set of skills and experience to assist your company in attaining its financial, market share and operational goals.
- Our managers have a minimum of 20 years of experience with companies ranging from start-ups to multinationals.
- Our technical and clinical staff have a minimum of 8 years of experience and are certified and credentialed.
- Our approach is pragmatic, fact-based and executable.
- Collectively, we have assisted our clients in selling over \$400 million in medical products.
- We operate with the highest degree of professionalism and integrity.



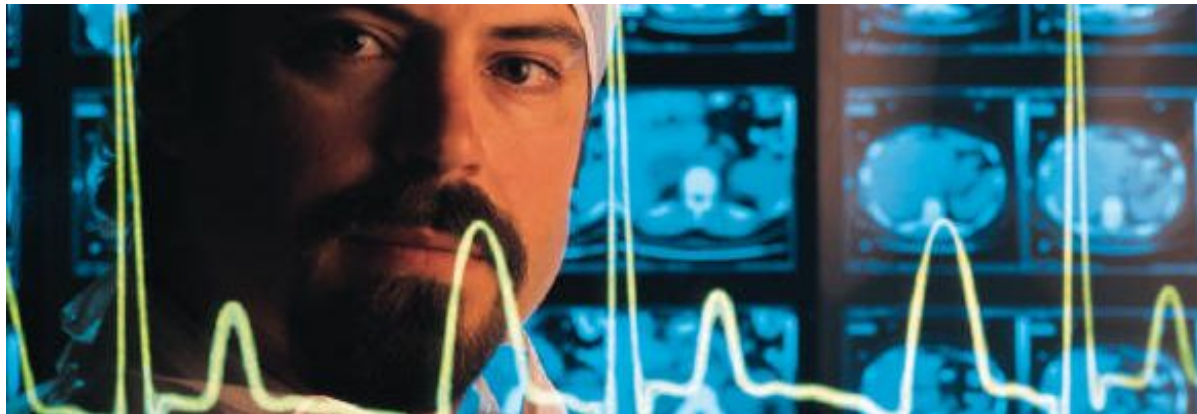
Class 5 History

- Class 5 was founded in 1998 as a full service medical product commercialization firm.
- Our clients include domestic and international medical device companies, providers and distributors.
- We have successfully marketed and sold products ranging from single-use disposables to high-tech, multi-parameter monitors.
- Our markets include acute care hospitals, durable medical equipment suppliers, physicians, clinics, long term care facilities and many other medical market segments.



Why Work with Class 5?

- **Accelerate time-to-market** by leveraging existing business processes
- **Reduce overhead** by using external professionals for critical or non-core skill sets
- **Access industry resources**, contacts and technical skills
- **Develop, evaluate and implement** strategic, business and product launch plans
- **Mitigate risk** through the collective experience of industry professionals



Engaging Class 5

- **Fee-for-Service** (when project scope is clearly defined)
- **Hourly** (for smaller projects or when project scope is not clearly defined)
- **Commission** (when product is fully commercialized and ready for market)
- **Retainer** (for more complex ongoing projects)
- **Feasibility Study** (inexpensive, concise validation of your project or concept)

To learn more about our capabilities and services, staff biographies and client base, visit Class 5 online at www.class5.net or call 970-620-0350.

