

# Introduction of mediq Innovation Experts

Company presentation  
June 2021



# We have successfully helped innovators technologies to assess market potential and enter European health markets

mediq Innovation Experts GmbH: overview and approach

## Finding Partners

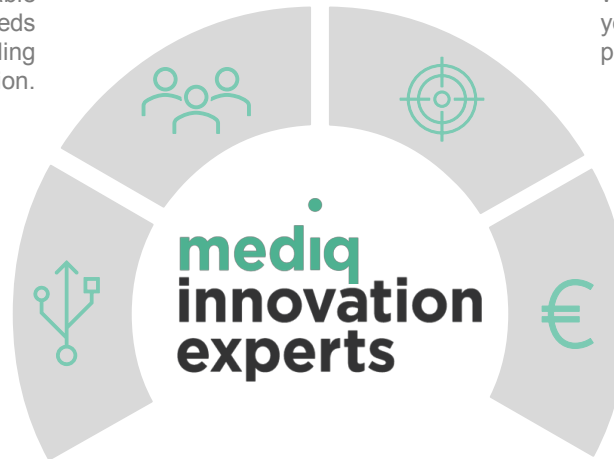
We provide you with suitable partners for a vast number of needs within the value chain, including engineering and production.

## Optimizing Strategy

We offer you our expertise in optimizing your clinical strategy, business model, pricing and financing strategy.

## Reiterate Technology

We help you to reiterate your technology and product to the needs of the German and European markets, together with our vast network of key opinion leaders.



## Financial Advisory

We support you on all investment issues: valuations, equity pitches, investor roadshows and investor relations. And of course, we often help to orchestrate a good exit for founders.



For 15 years mediq has been enriching the health market

55

market entry projects for international med-tech startups and life sciences companies



In 15 years mediq achieved a success rate of 94,3%

# In the past 15 years, we have successfully guided 55 market entries for international med-tech startups and life sciences corporates

## Work examples

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### 1 Fast tracking reimbursement for new homecare device

We developed a reimbursement strategy for a new MedTech homecare device, by focusing on systemic deficits in current treatments. The fast acceptance by leading insurers allowed the company to start commercializing its technology.

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### 2 Innovative business model for cell therapy manufacturing

We worked with a NASDAQ-listed Biotech company to design a business model for their point-of-care cell therapy manufacturing technology, including co-development and license sharing of innovative therapies. The strong customer value proposition drove the subsequent rollout at world leading sites in US and Europe, positively impacting shareholder value.

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### 3 Early sales for eHealth startup

We created a market entry strategy for an Israeli voice analytics start-up, including identification of foothold segments and early adopters. A strong socioeconomic value case helped us win investment from German health insurers, accelerating time to first revenue for the company.

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### 4 Pivoting an AI analytics startup

We led a crucial pivot for Norwegian AI analytics startup, by creating a spinoff product and new business model. The new product's value proposition was embraced by hospitals, and our business plan resulted to new VC investment and public grants totaling €5m.

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# We are a trusted partner of the international life science industry for clinical and business development in Europe – For over 12 years

mediq Innovation Experts GmbH: business acceleration services

1

Partner of international life science industry

Long track record in successfully supporting international life science companies to enter the European market

2

Co-operation with leading hospitals / KOLs

We work with most of Germany's leading medical institutions – together with doctors, economists and medical staff we think through innovation challenges

3

Strategic and clinical expertise

Our project teams consist of strategists, finance experts, clinical experts, practitioners, and healthcare economists

4

Concept to completion approach

We develop and implement strategies, manage clinical studies, assist in company formation and support business development

5

Capital raise & grant acquisition

Our strategy and finance experts develop business plans, valuations and plan investor roadshows



# mediq's project teams are supported by our strategic partnership network – Providers, payors, government, and investors

mediq Innovation Experts GmbH: firm structure

## 1 Core team



- 10 strategy and finance consultants
- 5 senior advisors with profound industry experience
- Local presence in Israel and Norway

### Highly committed project teams

Young professionals and seasoned industry veterans from across Europe

## 2 Experts



- 30 contracted medical experts from leading hospitals are part of project teams
- Working with 80 Key opinion leaders from different medical fields

### Co-develop technology with end-user

Dedicated experts with profound industry experience and ownership in projects

## 3 Partners



- Clinical**
  1. 50 hospitals +, innovation departments
  2. Insurers
  3. Regulators
- Business**
  1. Industry
  2. Business development/ economic ministry
  3. Investors and VC firms

### Partnerships with key stakeholder

Co-operation with key players and stakeholders ensures success

# mediq's team includes exceptionally well-connected seniors, experienced project managers, and highly skilled consultants

## Leadership team

### Jan Wende

#### Managing partner



- Founded mediq Innovation Experts 12 years ago with locations in Germany, Israel and Norway
- More than 15 years of consulting experience in the life sciences and healthcare industry
- Deep understanding of relevant innovation & business topics, including market entry strategy & capital raise
- Established 11 new healthcare standards and introduced disruptive technologies in a variety of segments
- Oversaw several multi-million exits

### Heinrich Zimmermann

#### Partner Director strategy



- Led multitude of projects in life science innovations in the fields of business unit strategy, market entry & capital raise
- Deep expertise in life sciences industry including medtech, eHealth and biotech
- Expert in company & technology valuations
- Led complex marketing & communication projects for multinational FMCG & engineering corporations
- Co-founder of the Institute for New Communication

### Gunnar Hesse

#### Partner Technology and finance



- Held management positions in leading international strategy consulting firm in the M&A and strategy practice
- Former regional board member in large international med-tech firm
- Exceptional expertise in M&A transactions in pharma and med-tech industry
- Expert for strategy, finance, and private equity buy-outs in Life Sciences
- Experienced in organization and operations strategy, as well as hospital operations across various geographies
- Holds veterinary medicine degree and MBA

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## Project team

### Anissa Bohn

Strategy Consultant



- Experienced in private equity and company valuation and due diligence for large M&A
- Led development of highly complex LBO-models
- Working experience in risk management in leading financial advisory firms within pharma practice
- Holds a BSc in General Management and MSc in Finance from leading European business schools

### Leah Perlmutter

Consultant



- Over ten years of international experience in innovation, business strategy development & brand management.
- Led numerous high-profile innovation projects in Germany, Italy and Israel, driving sustainable growth
- Deep industry expertise in Life Sciences/Medical Devices, IoT/ Connected Devices, and Consumer Goods
- Holds a Bachelor's degree in Business from universities in Germany and Italy

### Jascha Diemer, PhD

Consultant



- Experienced in life sciences industry including medtech and eHealth
- Developed business and revenue models for leading European startups
- Developed financial plans and valuations for healthtech startups
- Successfully led investor roadshows for healthtech startups in Europe
- Led design and implementation of biochemistry laboratory in leading German research institute
- PhD in biochemistry and MSc from Technical University Darmstadt

# mediq can draw upon a dedicated team of senior experts that are working closely with the team on key deliverables

## Expert team

### Prof. Heiko von der Leyen, MD, PhD

**Senior Advisor**  
Clinical



- Co-founder and former managing director of the Hannover Clinical Trial Center GmbH (HCTC)
- Held several top management positions in the biotech industry with focus on clinical development of advanced therapy products
- Trained in pharmacology, internal medicine, cardiology
- Former faculty member of Stanford University
- Faculty member of Hannover Medical School MHH

### Iris Meyenburg-Altward

**Senior Advisor**  
Nursing



- 40 years experience in healthcare
- 25 years experience as Managing Director of Nursing and Nursing education in large hospitals including university hospitals
- 15 years experience in consulting with focus on technology, risk management, organizational development and education
- Visiting professor at Southern Medical University, Guangzhou, China
- President of European Nurse Directors association, EFQM assessor
- Degree in Care & Health Management

### Uwe Imkamp

**Senior Advisor**  
Care networks & reimbursement



- Advisor to the leadership of leading German health insurers on integrated care concepts
- Board member of the German Society for Citizen-Oriented Care Management
- Respected expert in the wound care field
- Advisory board member of a major regional wound care network
- Member of the national consensus conference "Results measurement and benefit assessment in the care of chronic wounds"



# Contact



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