



Strategic International Solutions for Medical Device Start-ups

Establishing an impactful international market strategy in the early stages of a venture is vital to the rapid success of today's medical technology start-ups. G. Associates is an international marketing & business development outsource partner focused on assisting start-ups with their early international activities, strategies, and programs.

Our goal is to increase your revenues, elevating your brand and market awareness, and placing your company at the forefront of your market segment – effectively, efficiently, and rapidly.

SUMMARY

G. Associates is an international marketing firm based in Silicon Valley, California. Its principal, Ginette Akoka, is a proven international marketing professional with over 20 years experience with innovative medical technologies in diverse market segments. Ms. Akoka's successful collaboration with physicians, knowledge and experience of proper distribution channels, and scientific organizations worldwide has propelled such technologies to market recognition.

G. Associates brings a deep understanding of start-up and international market environments, cross-cultural life and business experience, and multi-lingual skills to their clients. The firm excels in accelerating market penetration of start-up companies, strengthening their brand and presence and in being an international bridge for their rapid market growth.

Collaborating with a network of professionals and strategic partners – business development, clinical, public relations, design, interactive marketing, research, distribution – G. Associates offers a personal, flexible, and cost-effective approach for emerging technology companies. Working on either a project-based or long-term assignments, G. Associates aims to be the international partner for small companies who need the bandwidth to speed up their international market success. Sample clients include Thompson Surgical Instruments (General Surgery, Spine, Transplant, Urology), Endosense (Electrophysiology), Endogastric Solutions (Gastroenterology), VitalCare Medical (Cardiology Diagnostic Software), Corazon Technologies (Cardiovascular).



SERVICES

G. Associates provides a range of professional international marketing and business development services, which consist of strategic and tactical advice, planning, management, execution of a portion to entire projects as defined by specific needs.

Services encompass:

- Plan, develop, and implement international marketing activities in alignment with your company's development strategies
- Identify and develop international distribution partners
- Serve as the resource for transfer branding, positioning, and product information associated with the use of your company's technology to the OUS direct sales representatives and distributors
- Drive your corporate, product brand and position initiatives – OUS and US
- Serve as your market interface with US/international thought-leaders and leverage worldwide recognition
- Act as a conduit to leverage US and internationally-based medical specialty meetings
- Work with OUS/US direct sales organizations and distributors to develop and implement leveraged educational activities in association with professional societies
- Develop and implement an OUS and US publication strategy designed to communicate the value of your company's technology
- Plan, manage, and execute your company's tradeshow programs
- Drive development of marketing collateral, web site, and multi-media tools