

## Success in the USA

CB HEALTH ACCESS project and Enixus Baltics give Health Science and medical companies the unique possibility to start selling their products in the USA – the largest market in the world.

## Our primary partner in the USA is Karina Sotnik



Karina is a serial entrepreneur, mentor, adviser and an educator, who spent over a decade in Silicon Valley in senior positions helping companies grow globally. She has launched three ventures of her own, and for the last five years her concentration has been on growing WorldUpStart, a consulting practice focused on providing mentorship, consulting and advice to academic incubators, including PCI Ventures at University of Pennsylvania, Accelerace Life (Scandinavia), ITMO QD (Russia) and TURN8 Accelerator (Dubai). She has developed a strong network of specific experts in areas ranging from regulatory issues to reimbursement.

In 2013 she launched AppITUP Challenge, a digital accelerator for the Mobile Platform businesses at the University of Pennsylvania that concentrates on digital Health.

Karina will provide and coordinate a series of seminars for the CB Health Access on the specifics of entering American markets and the attendant challenges. She does seminars and webinars on a range of topics that may be helpful to startups or tech transfer incubators, including "Prototyping," based on the work of Alberto Savoia and Jeremy Clarke.

She has a degree in engineering and close to two decades in startup management and business development for the technology, telecom, retail, social media and mobile Health.

We know that Karina can help CB Health Access teams find success in the USA.

## For companies:

- Kick off and possibility to gain business on new market area outside of the EU
- Assisted and networked entry to N. American market(s)
- Local and external training in business culture, regulation, reimbursement and other important issues related to entering successfully into N. America
- External consultation and input with market information, opportunity search and market prep (regulation, reimbursement etc.), market related information based on companies interests
- Local and international coaching
- Participation in Business MISSION to a specifically chosen event in the USA

## Preliminary time schedule and activities planned:

- Kick off open seminar for the companies *beginning of March 2016*
  - Presentation of project
  - Introduction to the USA as market and markets
  - Understanding regulation and reimbursement in the USA

- ▀ Individual local consultation regarding needs and planning
- ▀ Selection of 22 companies from 4 partner countries *April 2016*
- ▀ Information gathering for selected companies from the target markets to prepare for the market entry *May-Aug 2016*
- ▀ Market specific training *Sept 2016*
  - ▀ All local companies together
  - ▀ Training in creating regulatory and/or reimbursement pathways
  - ▀ Planning the hand outs, brochures
- ▀ Market specific coaching *Oct 16 – Feb 17*
  - ▀ Coaching for individual companies given
  - ▀ Company visit from Karina Sotnik
- ▀ Business MISSION to the USA *March 2017*
  - ▀ Participation in Medtrade Spring
  - ▀ Separate partnering event for customers and partners of companies
  - ▀ Pre-agreed 121 business meetings
- ▀ Coaching *April - Dec 2017*
  - ▀ Following up activities and achieved deals

## Pricing

- ▀ Kick-off seminar – free
- ▀ Full programme for one company - 1200€ (EST, LV), 1300€ (FIN, SWE) + 15% of the travelling costs to the target market for the business mission (one person per company), i.e. ab 330€.
- ▀ The costs of additional people from your company need to be covered by yourself 100%.
- ▀ Companies need to have sufficient budget to cover their time needed to prepare for market access and modify their product and marketing, sales materials for the target market.

## Payment schedule

- ▀ 10% of the programme fee 14 days after registration (120 or 130€)
- ▀ Travelling costs 100% (ab 2200€) by Dec 15, 2016 and 85% refunded after the business mission, i.e. ab end of March 2017
- ▀ 60% of the programme fee (720 or 780€) by the end of February 2017 (half of the programme done)
- ▀ 30% of the programme fee (360 or 390€) by the end of May 2017.

## Explore and enter American markets with CB Health Access

- ▀ Register for the kick-off seminar by March 17
- ▀ Apply for the full programme by March 25