



Our Approach to Commercialisation

Touchdown Product Logistics Services

Phase 1

Market Opportunity Assessment

Market knowledge can be a critical factor of success when launching a new product and forms the basis of effective commercialisation.

Our market opportunity assessment process enables us to segment the European market for your product, define target customer profiles and help develop segment-specific value propositions, thereby minimising risk and increasing your chances of success when entering or expanding within the European market.

Through a thorough market opportunity assessment, we are able to:

- Identify local market opportunities
- Explore and quantify the potential size of your international markets
- Develop a comprehensive market development plan

Phase 2

Market Development

Identifying and developing relationships with early adopters and opinion leaders requires considerable time and effort; however, the benefits of developing this market can be significant.

Our market knowledge and existing relationships with many of Europe's opinion leaders and innovators means we can speed the introduction and adoption of your technology.

Comprehensive knowledge of the local market enables us to:

- Identify and develop potential innovators and early adopters for your technology
- Contact and work with opinion leaders to promote adoption and overcome scepticism of new technologies
- Initiate high – level discussions with senior decision makers
- Provide market acceptance and product performance feedback to your marketing and product management team

Phase 3

Early Sales

Market awareness is crucial for the successful introduction of any new technology. Direct sales, technology demonstrations and conference attendance are all necessary to reach the earlier adopter market and beyond, but are definitely a challenge when you are not based in Europe.

Our team of experience sales, marketing and technical specialists can drive early sales, creating a beach-head from which to address other markets and launch additional products.

Our experienced team is able to:

- Provide extensive local market and target application knowledge
- Coordinate and visit customers using your company's name for face - to - face selling activities
- Identify and engage with funding bodies and research communities in the target markets / applications
- Arrange company representation at selected tradeshows, road-shows
- Support application development and customers' technical validation of your products
- Design, development and delivery of tactical marketing campaigns aligned with corporate activities

Phase 4

Operational Sales and Support

Establishing a local support infrastructure to handle product sales and customer enquiries efficiently can significantly enhance a company's reputation, yet can be cost-prohibitive for young biotech companies entering the European market.

Working with TouchDown gives access to our comprehensive range of back-office and logistics support capabilities, at a fraction of the cost of establishing your own support infrastructure.

Our full-time operational support capabilities provide:

- Access to customer services representatives who will personally answer the phone in your company's name and proactively follow up any incoming sales leads
- On-site and return-to-base service, plus preventative maintenance visits
- Trained staff with extensive experience in storing and shipping temperature-sensitive products
- Customs clearance for goods being shipped into Europe from the United States
- Storage in our warehousing facility, at appropriate temperatures with full control and back-up procedures in place
- Inventory management aligned and integrated with your policies and processes
- Product assembly imported as components into full kits

Phase 5

Channel Development

Rapid market penetration requires both the selection of appropriate channels and their effective management.

We are able to provide recommendations specific to your product and market opportunity, and support the establishment and development of the relationships required to grow the European market in line with your plans.

Depending on the complexity of the product, the level of market adoption, and your strategic intent, we can assist in reviewing and establishing a number of channel options such as :

- TouchDown direct sales channel
- Specialist distributor network
- Pan – European distributor
- Joint Venture
- OEM and VAR agreements
- Co-marketing activities