



# TouchDown Biomarketing bv

Commercialisation Strategy Development and Delivery  
for Life Science Technologies

European solutions



# Our Clients' Needs

## European Market Entry



***“We want to rapidly expand our potential customer base in order to grow revenues”***

***“We are looking to validate European market opportunity before establishing our own direct sales operation”***

***“We wish to launch our complex technology in multiple European countries”***

***“We need to establish a local support organisation to assist our customers”***

TouchDown Biomarketing brings extensive experience to all of the critical business functions required to successfully introduce new technologies into Europe. By providing a single comprehensive resource for all your commercialisation needs, we are able to bridge the gap between traditional consultancy companies and agent/distributor sales channels.

We can build upon the success of your commercialisation efforts in your home market to rapidly capitalise on existing investments and generate product revenues to provide cash flow for your business.

## New Market Development



***“We are looking to explore new opportunities for our existing product, beyond that of our core market”***

***“We want to assess the market opportunity for a spin-off product/technology”***

Through our knowledge and experience of the Life Sciences sector, TouchDown Biomarketing is able to identify, explore and validate new market opportunities for your existing products and technologies.

We can provide a cost-effective sales channel to address fragmented markets for highly specialised, technically complex products.

## Sales Channel Management



***“Should we use distributors or go direct: how do I keep my options open?”***

***“We wish to focus our direct sales force on our core products yet still generate revenue from other offerings in our product portfolio”***

Addressing marketing and selling a highly specialised, technically complex products in a fragmented or risk-averse market presents a significant challenge. Through TouchDown Biomarketing's experience and market understanding, together with a network of European business associates, we can help you explore and establish alternative, cost-effective channels to market for such products.

## Technology in- and out-licensing



***“We want to explore the potential of out-licensing IP or technologies from our portfolio”***

***“We're looking to in-license a new technology to fill a gap or complement existing products in our portfolio”***

TouchDown Biomarketing's experience and market knowledge, coupled with our network of industry contacts makes us the partner of choice for companies wishing to explore their technology licensing options and capitalise on its value.

We offer an independent opinion and clear advice, enabling you to take the right decisions with minimum risk.



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### Our Mission

TouchDown Biomarketing is a consultancy and operational support organisation that specialises in providing expert support to Life Science tools and services companies to drive business growth in the European Life Science market. By focusing on a variety of client requirements such as European market entry, new market development, channel management, and technology in- and out-licensing, TouchDown is able to work in partnership to achieve clients' strategic objectives and maximise value creation.

### Our History

TouchDown Biomarketing was formed in 2004 by Bas Hulshof and Tony Bartlett based upon their recognition of an increasing demand for consultancy and support services for those emerging US Life Science companies who wanted to rapidly establish a European presence.

TouchDown Biomarketing works with clients with the intention to create a sustainable, long-term business. Since the inception of TouchDown's business, we have supported a range of clients' needs with a variety of services, from assessing market opportunities, through initial market development, to early sales. Once the market opportunity has been validated, and depending on clients' strategic objectives, relationships have transitioned to finding acquisition partners or providing support whilst our clients have built direct organisations. TouchDown has developed a comprehensive range of services to fully support its clients where needed and in all phases of commercialisation.

With the growing number of clients and broadening of its service offering, TouchDown continues to increase the size of its team. In January 2008, we opened a new European Headquarters in Bommel, The Netherlands, which will serve as a commercial hub for clients wishing to address the European market. In addition, new investment received in 2007 is being used to further strengthen TouchDown's service offering and further increase the ability to address new clients and new market segments.

### Our People

TouchDown Biomarketing has assembled a multi-disciplinary team of industry professionals who all have broad experience in the European Life Science market across a number of specific application areas. By bringing local market knowledge, deep technical expertise and developing a thorough understanding of end user requirements to each client project, TouchDown Biomarketing is able to add significant value and deliver upon client's growth objectives.

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