

*Targeting US Medical
Device Start-Ups*

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What Is Important to Start-Up CEOs

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Speed

- How quickly can you deliver first lot?
- How rapidly can you respond to growing demand?



Ease of doing business

- Can you deliver finished product?
- Can you drive technology transfer process?
- How responsive is your team during quote process?

What Is Important to Start-Up CEOs



Quality

- How do our potential acquirers regard you?
- How engaged is the entire team?
- What does your facility say about you?
- Engagement & interest of employees?



Cost

- Preparation done to generate quote?
- Are your costs (NRE & unit) competitive?

Manufacturing In Ireland

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Pros

- People - ease of doing business
- Device community that works together
- Knowledge base & reputation
- Proximity to EU markets
- No climate risk



Cons

- 20+ page employment contracts
- Island, time zone difference
- Remote from multi-language logistics hubs
- Prohibitive banking requirements

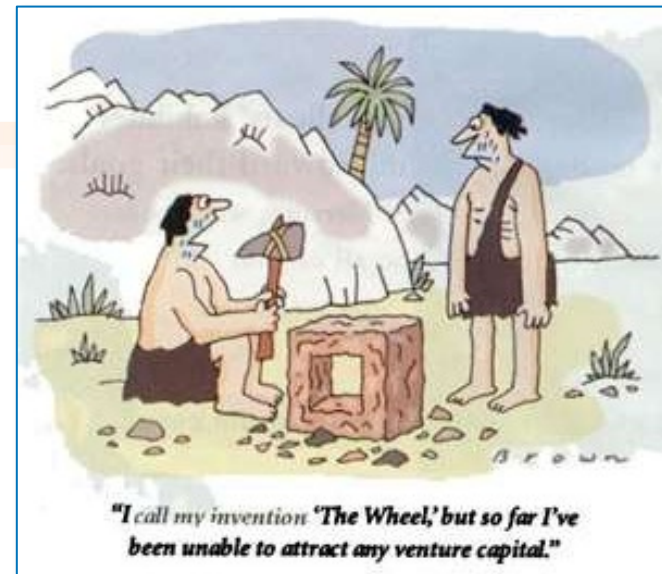


Highs & Lows of Working with Start-Up Companies

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Risks

- Early stage funding risks
- Untested revenue projections
- Up front capital expenditure
- Flow of communication



Rewards

- Diversify customer base, vehicle for growth
- Well positioning to engage strategic buyers
- Positive impact on employee motivation
- Ability to publicize innovation case study



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International Medical Device Commercialization.
Accelerated.