

Company Launch

Medical Software Company



Business Planning, Market Strategy, and Capital Formation

Case Study

Situation

Our client asked us to form a medical diagnostic imaging company around their software platform that provided a multi-modality imaging and distribution system to hospitals and clinics.

Project Objective

- Develop all information and material to secure seed financing, secure initial early adopters as customers, and launch this software start-up.

What We Did

- Developed a business strategy and plan to support the launch and funding for this company
- Developed a marketing strategy to allow this product to get around capital expenditure and budgeting requirements at hospitals
- Developed investor development strategy and presentations
- Developed investor target list, bridged introductions, and gauged interest
- Secured seed capital for this start-up

Results

- This company obtained seed financing and three premier customers to launch their product to launch this start-up