



ORTHO SALES
PARTNERS

COMPANY OVERVIEW

Overview



- Ortho Sales Partners is a **professional consulting firm** that works exclusively within Orthopedic and Spine devices.
- **Our primary mission** is to help companies from inception through exit by attracting the most talented management teams and **creating immediate and sustainable value** with limited risk to the existing shareholders.
- Areas of Expertise: Fund Raising, Licensing, Business Development, Market Development, Technology Assessment, Commercial Strategy, National Accounts, GPO's & IDN Strategy, Individual Hospital Approvals, Distribution.



Fund Raising / Exit Planning

Fund Raising / Exit Planning



- **Strong network of investors** looking to invest in **commercial ready products** in the orthopedic and spine industry.
- Help identify, solicit and negotiate with strategics a variety of deal possibilities including:

Strategic Investments	Distribution Agreements
In-Licensing	Out-Licensing
Mergers and Acquisitions	Roll-Ups

- Our experts have successful track records and can help drive maximum enterprise value and a more attractive exit.



Technology Assessments

Technology Assessments



- You may have developed a great product, but our team will help work with you to ensure that your products have the technology and instrumentation to be “game ready” to make the most out of your market launch.
- We are able to give your customers and distribution partners access to some of the top engineers in the industry to ensure that all feedback is considered and addressed without making you hire a full engineering team.
- Our technology experts can also do a patent review to offer a full report on how protected you are as you move from stealth to commercially ready.

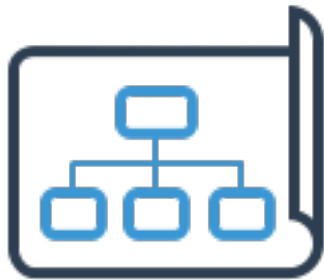


Corporate Strategy

Corporate Strategy



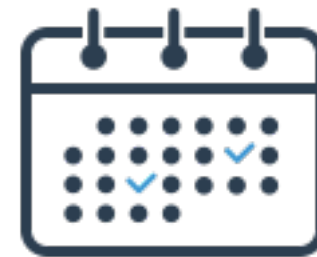
- Having the right corporate leadership in place is critical to your success. Hiring an executive team too early can limit the quality of talent you are able to attract and the risks of a poor hire are extreme.
- Ortho Sales Partners has created a model to limit your exposure while still giving you access to the best minds and experience the musculoskeletal industry has to offer.



**Corporate Structure
Development**



**Critical Project
Strategic Planning**



**Achieve Your Goals
On Time and Under Budget**

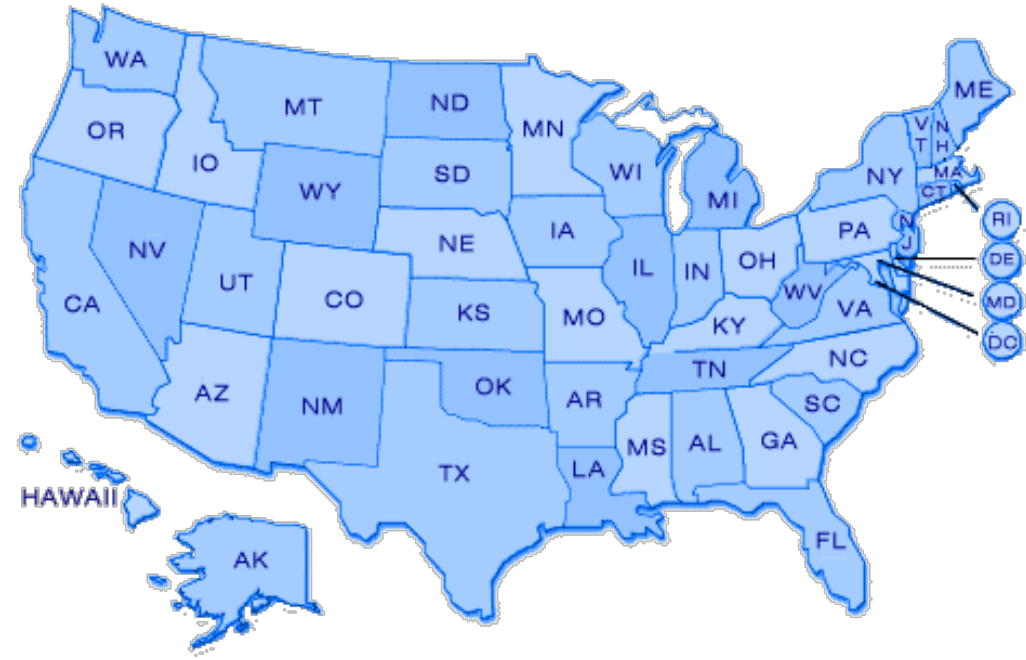


Sales Force Development

Sales Force Development



- Through Ortho Sales Partners, you will have access to executives that have successfully orthopedic executives help determine if having a direct or indirect sales organization is best for you.
- We help develop your commercialization strategy by first identifying key markets that offer a friendly climate with pricing, market access, patient population, etc.
- After identifying key markets, we conduct a comprehensive plan for each market to increase the market adoption.





Hospital Approvals

Hospital Approvals



- One of the most challenging aspects to attracting sales talent is related to quantity and quality of contracts that have been negotiated. We help navigate these “land mines” to reduce the time to obtain approval and mitigate the risks of having independent sales representatives negotiating on your behalf.
- Our experts have a proven track record of streamlining the approval process. We have successfully negotiated with all of the major GPO’s & IDN’s as well as the majority of hospital systems.
- Our consultants have “Cracked the Code” on Hospital approvals.



Marketing / Branding

Marketing / Branding



- Our marketing team has a rich history of creating marketing collateral and branding within the orthopedic and spine industry.
- Whether you need to create a product brochure or an entire branding strategy, our team will come along side you and our other consultants to ensure that your product has the professional appearance it deserves.
- Services include, but not limited to:

Product Brochures	Clinical Papers	Logo Design
Website Development	Social Marketing Strategy	Search Engine Optimization
Internal Website for Sales Team	Product Management	Market Entry
Upstream Marketing	Downstream Marketing	Branding / Rebranding