



at your side

TCG helps growing businesses to navigate the U.S. life science market.



Advanced experience – not just advanced degrees

At TCG our experience is our most important credential. Everyone on our team is a seasoned senior professional with operating experience that translates into immediate results. And the same people who work with you on the strategy, work with you to implement the tactics. There are no hand offs. Our experts remain thoroughly engaged throughout the entire project cycle.

We are a group of professional advisors and “implementers” who specialize in business and market development for pharmaceutical, biotechnology, medical device and other life science companies worldwide. Whether you are entering a new market, starting a partnering effort, launching a new product or changing your business direction, TCG will help you achieve your goals.

A Different Kind of Resource

We are much more than advisors. We deliver keen insights and decisive actions that translate into the kinds of transactions, benefits and results you need. We bring years of industry experience and “lessons learned” that many consultants simply do not have. We apply that experience to license and launch technologies and products cost effectively, develop superior sales and marketing strategies, and serve you in any of our other broad array of services. Whatever your needs, you don’t waste time and money educating us. We grasp the situation quickly and partner with you to plan and execute clear, sound, business strategies and tactics.

Our Values

TCG values honesty, thoroughness, integrity, expediency, shrewd decision-making and action delivered in a collaborative approach. As a result, you get dynamic interaction and results that are worth their weight in gold. If you seek a no-compromise SWAT team who can deliver results, visit our website or call us today to see how we can help.

+1-919-941-0700 (North America)
+49-6221-27262 (Europe)

Pharmaceutical and Biotechnology

As former C-level executives, we understand the pressures that pharmaceutical and biotechnology companies face when acquiring, developing, licensing and introducing new products or technologies – and working with investors. TCG brings its broad experience with all the different functions and complexities of today’s fast moving industry.

- ▶ Licensing agreements and business development
- ▶ Opportunity assessments
- ▶ Product launch, brand development, generic defense and life cycle management
- ▶ Pricing and reimbursement strategy

Medical devices

Innovative medical products have a great opportunity in the \$100 Billion US medical device market. However, it is a challenge to bring new technologies through timely regulatory approvals, and get favorable treatment from clinicians, distributors and payors unless you have done it before. TCG brings its experience in R&D, marketing, finance, dealmaking and our worldwide contacts in large and small US firms that are necessary in this fast moving segment.

- ▶ Opportunity assessment and strategic planning
- ▶ Market forecasting
- ▶ Clinical leader (KOL) development
- ▶ Development and management of sales channels



TCG knows the pressures that pharmaceutical, biotechnology and medical device companies face when needing to fill the pipeline, or to find a commercial partner.

Diagnostics

It is expensive and risky to introduce new technologies and products. Clinical customers and payors do not use or pay for products without evidence of benefit – frequently economic as well as medical. TCG brings the technical insights and commercialization experience to effectively deal with all these issues, and accelerate your plan to capture market share:

- ▶ Regulatory and legal strategy
- ▶ Opportunity assessments
- ▶ Management of sales channels and distributors
- ▶ Pricing and reimbursement strategy

Other Life Sciences Markets

We have developed, managed and consulted with a broad range of firms to deliver immediate benefits that are just not possible with new, or less experienced, staff or consultants. Market segments in which they sell products include:

- ▶ Veterinary
- ▶ Information technology and web commerce
- ▶ Consumer products
- ▶ Speciality chemicals, excipients
- ▶ Drug delivery

Research Organizations

TCG has completed a number of intellectual property management, technology assessment and benchmarking projects for research institutions. Plus, we bring the knowledge of what commercial enterprises are looking for which is critical to groups under pressure to do more deals with fewer resources. We have developed, managed and consulted for all types of research organizations in the US and overseas, including but not limited to:

- ▶ Research and development management at governmental research agencies
- ▶ Technology transfer programs at major universities in different countries
- ▶ Training for non-profit organizations around the globe

The Team

Dennis Burns Mr. Burns has 25 years of management, market development, R&D and licensing experience in large and small medical device, pharmaceutical, biologicals and consumer firms including three divisions of Johnson & Johnson.



Robert Keefer Dr. Keefer has 20 plus years experience in business, finance, and marketing for Fortune 500 pharmaceutical and diagnostic companies, and for a number of start-ups and emerging biotech, diagnostic and pharmaceutical companies.



Kenneth West Mr. West's background includes 25 years of business development and market development experience in the medical device, specialty materials, veterinary, and information technology fields for both entrepreneurial and large companies.



Reinhard Merz Based in our European office in Heidelberg, Germany, Dr. Reinhard Merz has 20 years of experience in medical research, healthcare marketing and in e-business for Fortune 500, mid-sized and start-up firms.



James Sheldon Mr. Sheldon has more than 30 years experience in business, law, and education and his career has focused on the assessment of emerging technologies and in the creation of new ventures to address attractive commercial opportunities.



Paul Waugaman Mr. Waugaman has 40 years experience in technology transfer and research management, specializing in academic-business technology transfer, research management and research program planning and evaluation.



www.t-c-group.com

Share the excellence

On its website TCG offers an increasing number of free White Papers offering valuable market and industry insights that will help you succeed in the constantly changing US and European life sciences industries. A partial selection of White Papers currently available on the site includes:

- ▶ Treasure Chest or Trap? The US Life Science Market
- ▶ Steroid Marketing
- ▶ Partnerships with European Life Sciences Companies
- ▶ Maximizing Value in a Reimbursement Sensitive Market
- ▶ Market Development in the Life Sciences Industry
- ▶ US Markets for German Life Sciences Companies

Download at www.t-c-group.com



Contact us

Technology Commercialization Group LLC
4825 Creekstone Drive, Suite 120
Research Triangle Park, NC 27703
+ 1-919-941-0700 (North America)
+49-6221-27262 (Europe)
info@t-c-group.com
www.t-c-group.com

Companies we have served

TCG consultants have served more than 50 companies to address their needs on the US market. Among them are:

Addrenex Pharmaceuticals
Analytical Technologies, Inc
Analyticon AG
Biolex
BioSignia
Center for Blood Research
Civilian Research and Development Foundation
Centers for Disease Control (CDC)
CIIT Centers for Health Research
Cleveland Clinic
Curasan AG
DuPont
East Carolina State University
Eli Lilly
Embrex
FMC
Genomatix GmbH
German Cancer Research Center
Glaxo
GlaxoWellcome
GlaxoSmithKline
Icoria
Integrated Clinical Trial Services
International Science and Technology Center (Moscow, Russia)
Johnson & Johnson
Leigh Biotechnology
Max Delbrück Center for Molecular Medicine
Metabolon Inc.
Nanogen Inc
NIH/National Institutes of Health
North Carolina State Univ.
Novosom AG
Nobex
Oxford GlycoSciences
Proteque
Questcor Pharmaceuticals
Quest Diagnostics
PneumoParnters
Salix
Shire
Solvay Pharmaceuticals
SmithKline Clinical Laboratories
State University of New York Research Foundation
TEAMM Pharmaceuticals
Ullrich Medical
Vista Information Systems
University of Alabama Birmingham
University of Hawaii
University of Mississippi
University of Missouri
University of Rostock
University of South Carolina
Wilmington Pharmaceuticals