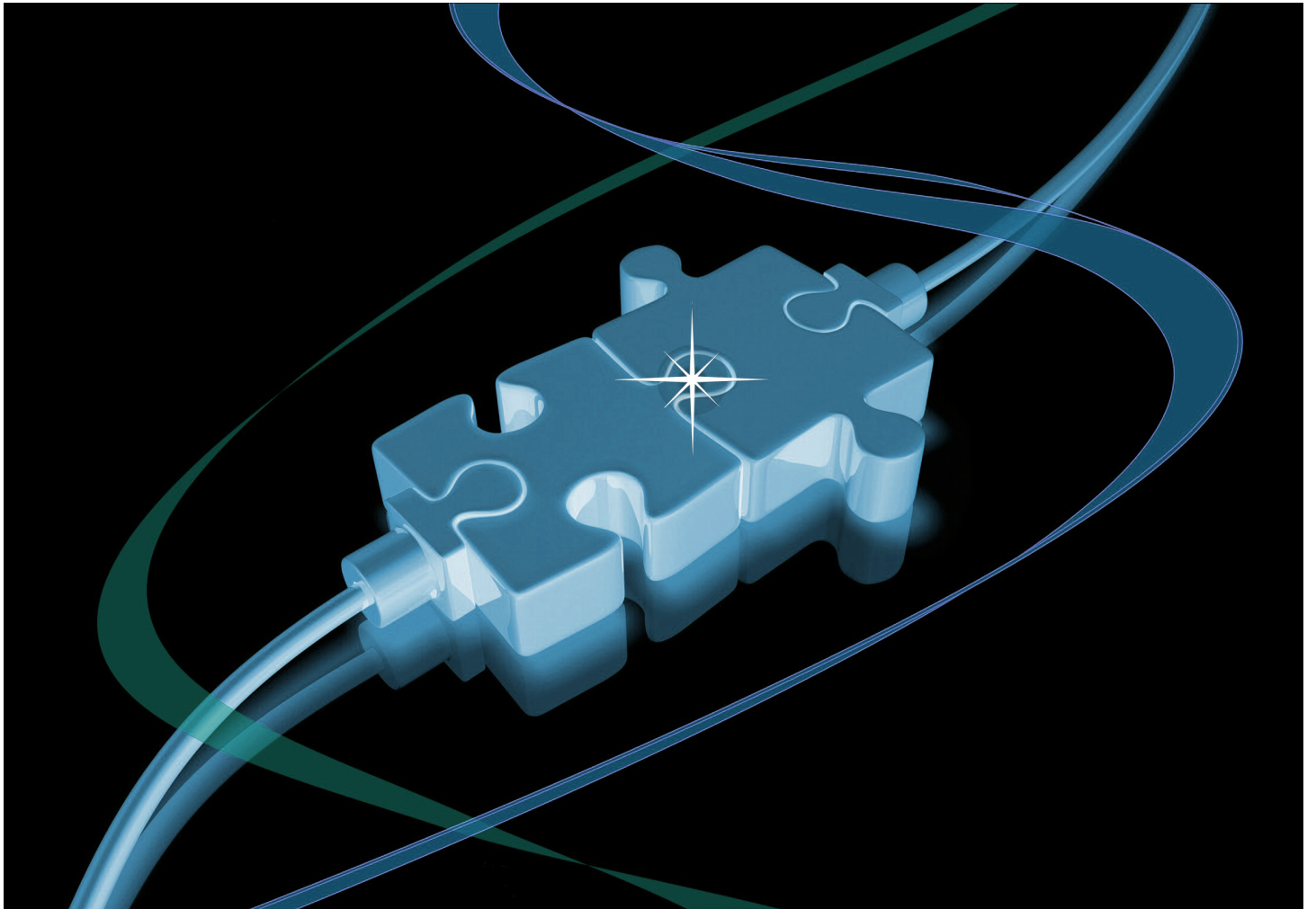




Technology Commercialization Group, LLC



# Advanced experience at your side

TCG helps growing businesses connect to  
the US 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 with 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.



**James Woodward** Mr. Woodward has spent over 25 years in early-stage medical device, diagnostic, and healthcare service companies with strong experience in financial direction, general management, M&A/ Licensing and product development strategy.



**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.



[www.t-c-group.com](http://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.

Download at [www.t-c-group.com](http://www.t-c-group.com)



## Contact us

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## Companies we have served

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

Acousticon GmbH  
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  
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  
TEAMM Pharmaceuticals  
Ullrich Medical  
Vista Information Systems  
Wilmington Pharmaceuticals