



LOTUS
BUSINESS SOLUTIONS

**BUILDING
PARTNERSHIPS FOR
HEALTH INNOVATION**

Kylle Jordan

EXPERIENCE. CONFIDENCE. PEACE OF MIND

CONNECTING BUSINESS, GOVERNMENT AND ACADEMIA

More than 15 years supporting industry development and corporate expansion in the US and abroad

5 years with the Canadian Consulate in Minneapolis

7 years with the State of Minnesota

4 Industry-specific non-profits

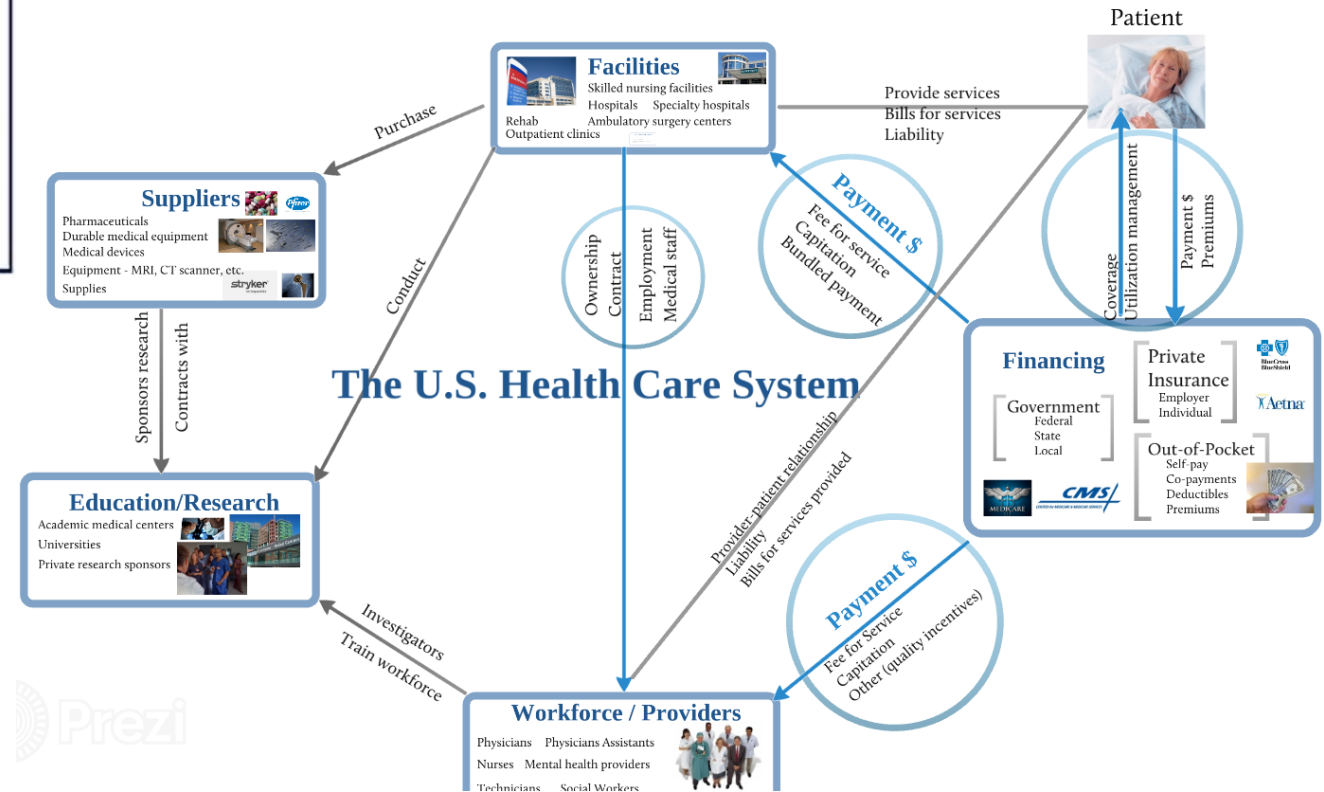
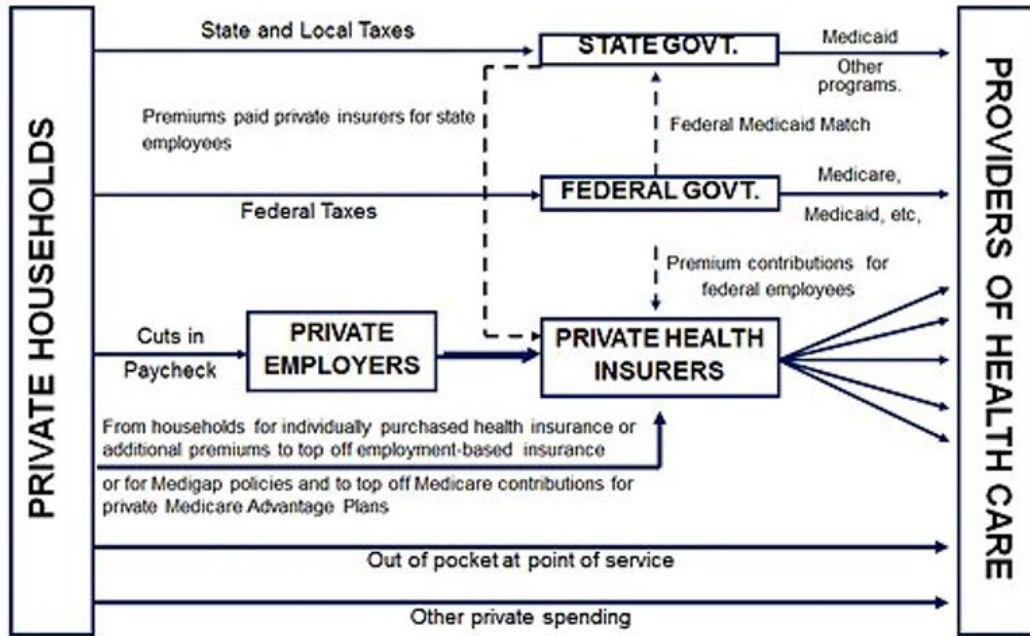


Kylie Jordan,
Global Principal



US HEALTHCARE INDUSTRY

The Flow of Funds in U.S. Health Care



WHY IS COLLABORATION NECESSARY?

- Academia creates innovation, but not strong in commercialization
- Investors understand value, but don't innovate
- Corporate entities innovate slowly and can invest in nimble startups/spin out their own companies
- Providers want to find creative ways to help patients

US APPROACH OVERVIEW



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CLUSTERS TO HIGHLIGHT

Medical Alley (Minnesota)

- Earl Bakken believed bringing together healthcare’s diverse communities—clinicians, administrators, payors, scientists, engineers, businesspeople, patients, and government—would result in lower costs and better outcomes. Forty years later Medical Alley is still the only organization with this cross-sector approach.
- Minnesota is home to the world’s greatest concentration of health technology companies (medical device, biopharmaceutical, diagnostic and digital health).

BioCom (California)

- LA County biotech companies in the region are receiving more federal research funding dollars from NIH than any county in the state.
- Academic institutions such as UCLA are providing an environment of collaboration and technological advancement with their newly established Biodesign Hub for Medical Technology and Digital Health Innovation
- Health entrepreneurs are attracting investors, providers and payors to create a health tech ecosystem

CLUSTERS TO HIGHLIGHT CONTINUED...

Boston – MIT/Harvard, MassBio, etc.

- Home to 79 hospitals, including top academic medical centers and research institutions such as Massachusetts General Hospital and Boston Children’s Hospital, all within a few hours of one another and some of the world’s top universities, the Massachusetts Institute of Technology (MIT).
- Strong commitment from the public and private sectors, working together and investing to build an ecosystem that fuels innovation in the life sciences and digital health industries. MassBio and the Massachusetts Technology Collaborative are two not-for-profit organizations working to stimulate investment and growth in the healthcare industry.

Texas Medical Center

- The world’s largest medical complex, TMC has played a pivotal role in shaping the future of healthcare. Today, TMC is on a mission to further accelerate the pace of healing by harnessing our collective expertise in innovation, research, development, production, and patient care within a single, centralized medical ecosystem.

- All mention the importance of advancing innovation in healthcare
- Most highlight an academic medical institution
- Many note investment/grants
- Only one places importance on collaboration between all parties

WHAT ARE THE DIFFERENCES?

“IMAGINE A COMMUNITY WHERE YOU ARE SURROUNDED BY BRIGHT MINDS, STIMULATING CONVERSATIONS, AND CUTTING EDGE THOUGHT LEADER.....WHO ALL HAPPEN TO BE RELATABLE, AND ADVOCATES OF CREATING A BETTER WORLD THROUGH HEALTH CARE”

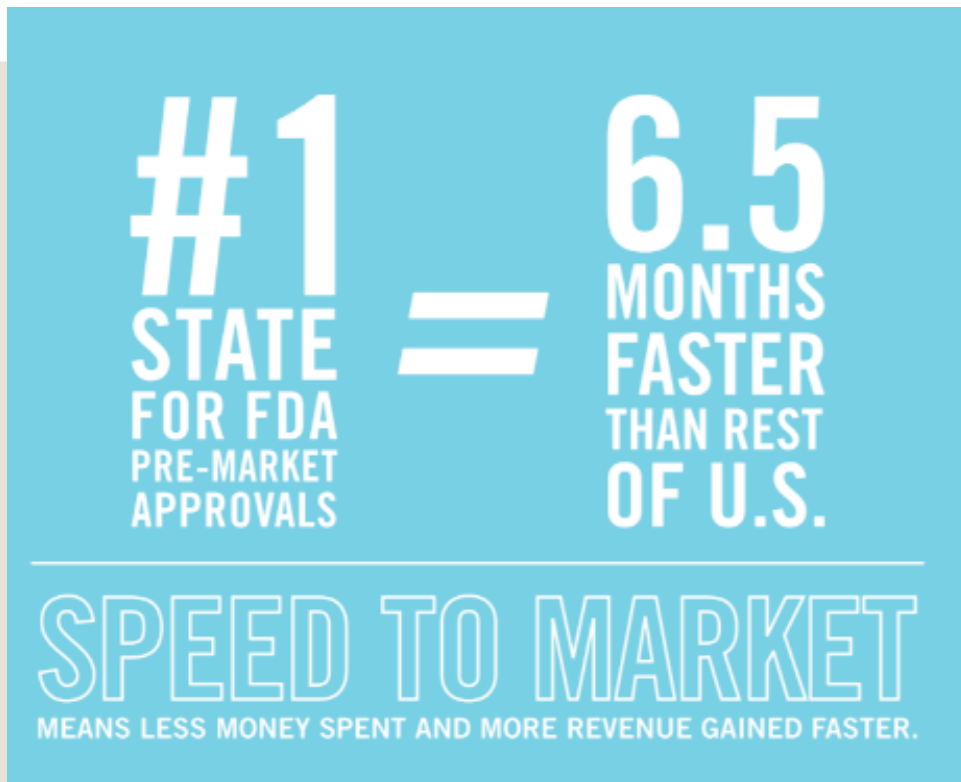
Ravyn Miller

Vice President, Portfolio Strategy
and Business Development

Medtronic

EXAMPLE OF MINNESOTA VALUE PROPOSITION:

FASTER TO MARKET



#1
STATE
FOR FDA
PRE-MARKET
APPROVALS

=

6.5
MONTHS
FASTER
THAN REST
OF U.S.

SPEED TO MARKET
MEANS LESS MONEY SPENT AND MORE REVENUE GAINED FASTER.

Density of talent in FDA clearance – from device to food – equates to time savings

Collaboration of academia (SCSU),
Industry (integrated supply chain),
Government (connected to industry)

Lower cost of doing business, high quality
of life attracts business owners and talent



WHAT IS YOUR VALUE PROPOSITION?

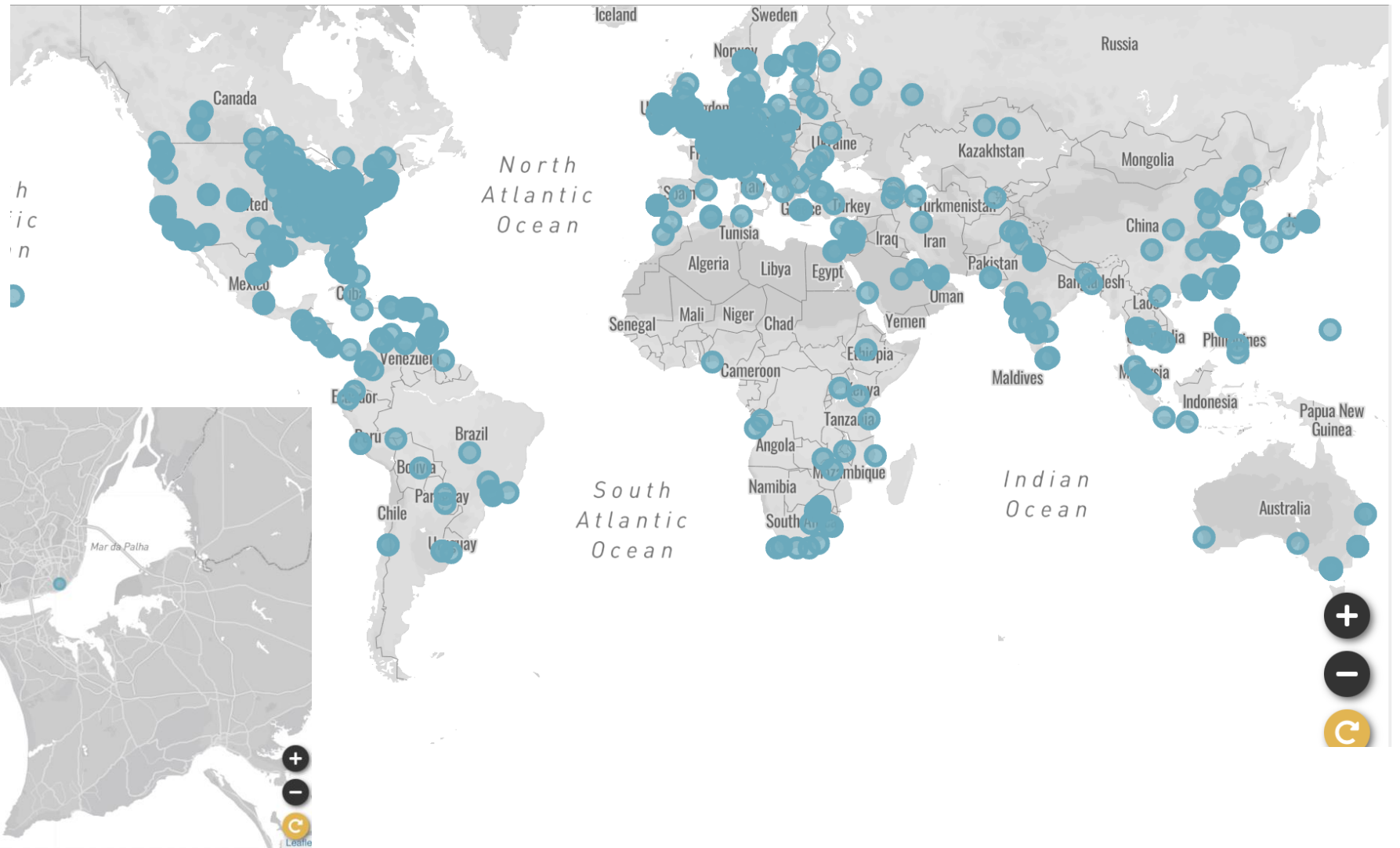
How do entities collaborate
in Portugal?

What sets you apart from
other European countries?

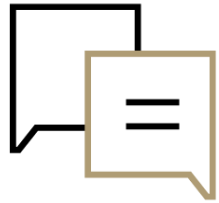
How do you train your
talent pipeline?

Why is this an attractive
market for innovation? For
investment?

Global Reach



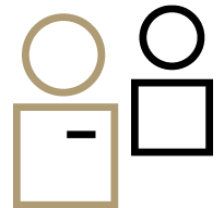
SUPPORT SERVICES



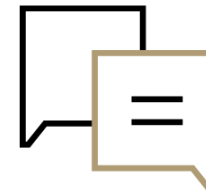
Coordination with
economic development
agencies



Corporate Development,
venture, and research
partnerships



Talent Recruitment
& Development



Public and Government
Relations

US CLUSTER CONNECTIONS

Formal accelerator program for US go-to-market

Establish partnerships with global peer organizations (government and trade association)

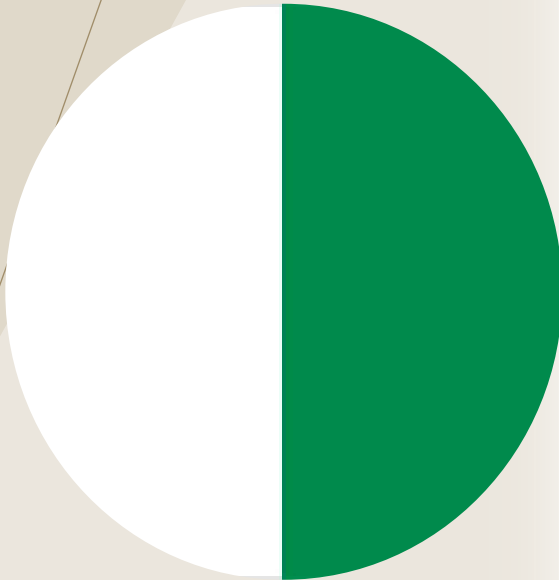
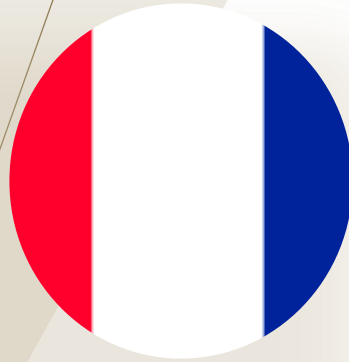
Open doors in 'under the radar' locations

US CLUSTER OPPORTUNITIES

Support with 'soft-landing', real estate/talent/legal, etc.

Hosting delegations of companies, government, and providers

Connection to your global peers, they should know other companies from your region with US success



EARNING COLLABORATION

Research the target:

- What do they do/make? What markets are they in?
- Where might you see growth opportunities?
- Find your niche, know your unique offering (more on this later)

Be specific!

We (<https://www.medical.com>) would like to meet with a Business Development and/or R&D specialists at your company responsible for (new) product development opportunities with a specific focus on infection prevention.

Our company develops an innovative coating technology for indwelling medical devices, we are in preclinical development currently performing first in vivo experiments. We are looking for co-development partners to further develop our coating for specific applications.

Becomes:

Our company is a leader in the implantable medical device space and we would value your feedback on our superior coating (reducing infection by as much as 50% over current market expectations)

COLLABORATION EXAMPLE



University

Government



Corporate

Over three years, University of Minnesota will provide advanced biopharmaceutical training for up to 125 Takeda employees

Training is paid for through a state-level grant and in-kind contribution from Takeda

Other corporates are copying this model in the State

CONNECTION EXAMPLE

FemTech Co. - Montreal, Canada

Government entity funded a US Commercialization accelerator, they learned they needed:

- A report on health economics for their product
- Reimbursement pathway support
- Advice from US healthcare providers
- Connection to investors
- Discuss prototyping with University experts

After speaking to these ecosystem partners, they have gone on to:

- Gain a board member from Mayo Clinic
- Become a mentor to other OUS companies on market entry
- Achieve US fundraising goals

REGIONAL APPROACHES

Experience derived from more than a dozen trade mission visits in the last year

- ‘We have expertise in lifesciences’ vs. ‘we are home to Europe’s largest surgical robotics cluster’
- ‘Invest in the UK’ vs. ‘learn about accessing the NHS’
- Are your clients focused on device/biotech/digital?
- Size of a group dictates how detailed each meeting can be

Do's

- Be specific in value proposition
- Be unique
- Defer to local market cultures
- Know when to ask for advice
- Manage expectations

SAMPLES OF INNOVATION GOALS



Mayo Clinic – Complex care for 1.3 million patients from all 50 states and 137 countries, AI and personalized/regenerative medicine a focus



Hazelden/Betty Ford – The de facto model of care for chemical dependency and mental health



UMN/Fairview – Pioneers in cardiovascular surgery, bone marrow and solid organ transplantation, immunology and infectious disease, and neuroscience



Children's MN – Best pediatric pulmonology in the US, leaders in 'kangaroo method' and cystic fibrosis treatment

Hennepin Healthcare – 1st conventional medical facility in the US to open an alternative medicine clinic, leaders in nephrology

Gillette Children's Specialty - 1897, Gillette became the nation's first hospital for children who have disabilities



DELEGATION IN A BOX

Pre-Visit virtual orientation to the ecosystem

Introductions to industry experts in market entry strategy, reimbursement, etc.

- Peer entrepreneurs
- Major corporate entities and investors

Industry specific approach

- Tailor program to a device/biotech/academic or mixed audience
- Will take a 'wish list' or provide suggestions
- Logistical Support from hotels to transportation to lunch and your welcome reception
- A la carte options available for a fee, such as Business to Business matchmaking, investor introductions, senior leadership gatherings

Sample Agenda

Day 1 – Educational Content

Sessions on regulatory path, reimbursement, legal protection, fundraising and corporate partnership

Day 2 – Tours & Network

Visit partners like NAMSA, Philips Healthcare, Minnetronix, Boston Scientific, Kablooe Design, University of Minnesota

Welcome reception for delegation

Day 3 – Rochester & The Mayo Clinic

Meet with representatives from Destination Medical Center, Mayo Clinic Platform, Innovation Exchange, Business Development and take a walking tour to visit the Clinic



LOTUS
BUSINESS SOLUTIONS

THANK YOU

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