

Road Map to the US Market Life Sciences



Expand your company in the US Market

Our Personalized Services

This program provides French companies in the life sciences industry with personalized assistance for preparing, entering and developing their business in the US market.

Practical and personalized information on the potential market, how to get established, how to develop initial sales, what financial aid can be received, what is the best approach to enter the market, and other topics are covered.

Customized assistance to access and arrange personalized business contacts relevant to your company is provided. Local experts are leveraged.

Our Process

We use a proven, sequential process, paced for each client, for assessing, planning and implementing your personalized market entry plan that is based on over 47 years of collective experience establishing numerous sales, distribution, operations, HR and management systems in US based transplants.

Timing & Location

Our process is progressive, adapted to your goals:

Step 1: Market Survey, Conference calls, report

Step 2: France - 1 day (or more if necessary)

Step 3: USA - 3 days (or more if necessary)

Our Pricing

Accessible to all companies. Step 1: \$2,500. Companies can purchase each step individually or purchase 2 or all 3 steps at once with a discounted rate. Each step can also be customized. Contact us for more specific pricing information.

About BioSciences Strategic Business Accelerator Network (BioSBAN)

BioSBAN was founded and is organized by Pascal Yvon, Founder and President of BioSciences Expansion, LLC and Sylvester Di Diego, Founder and Managing Partner of Strategy Dynamix, LLC. They both have extensive experience in BioSciences, in establishing and managing foreign owned businesses in the USA and are leaders in the BioSciences industry. The purpose of BioSBAN is to provide high value services, programs and insights on a Business to Business and Local to Local basis for start-ups, small- and medium-sized companies to assess, plan, enter and succeed in the US marketplace. Services are provided in French, English and other languages.

Contact the Organizers

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Personalized Business Development Program

Core Program

We use a 3 step process for Market Entry to the USA. Each step provides your company with information needed to make decisions and to progress successfully to the next

Step 1/ Pre-US Market Entry Assessment

Based on our specialized survey and telephone discussions we evaluate your goals, objectives, timelines and preparedness. **Deliverables:**

- A high level assessment of your business readiness for the US market
- General recommendations about market opportunity and necessary first steps



Step 2/ US Market Entry Action Plan

We work with your company executives face to face in France for 1 day (or more if necessary) to rapidly define a phase 1 Market Entry Action Plan. **Deliverables:**

- A rapid SWOT analysis of your project is conducted at your office
- A personalized company roadmap to develop business in the US is prepared



Step 3/ Initial Business Development Meetings in the US

We work with your executives to implement a phase 1 Action Plan in the USA with:

- Personalized meetings with qualified contacts in the life sciences sector based on your Market Entry Action Plan
- Visit to office options, incl. virtual offices, incubators, etc. and real estate agents
- Introductory meeting with lawyers, accountants, international tax experts, as suitable
- Networking with life sciences professionals, and state and local leaders
- Meeting with regulatory agencies
- Others: participation or exhibit at trade shows, etc.

Optional Additional Services

Following services are also available to support your company successful development in the US

- Market Opportunity Study
- Business Plan Review/Revision for the US Market
- Business Development Assistance
- Marketing & Promotion Assistance
- Feasibility Study Assistance
- Strategy Alliance Development Assistance
- Organization Development Assistance
- Other Localization Assistance
- Other specific requirements, contact us

Pascal Yvon, PharmD, MBA, is the founder and President of BioSciences Expansion, who is bilingual in French and English. He has over 20 years experience in developing business on both sides of the Atlantic. With his experience working with international diagnostics, pharmaceutical, biotech, cosmetics, food companies, with positions in sales, marketing, and general management, Pascal specializes in maximizing business growth opportunities in life sciences. An expert in improving productivity and implementation of new technologies, he regularly speaks at leading industry events, conferences and webinars. Pascal founded also BioSciences Quality testing Forum. It is an interactive communication platform for the biotech, pharmaceutical, and cosmetics professionals: www.BioQTForum.com.

Sylvester Di Diego is Managing Partner of Strategy Dynamix, LLC, an innovation and implementation consultancy. He assists entrepreneurs, executives, owners and investors to design, finance, start up, spin out, scale, lead and transform businesses for competitiveness, collaboration, creativity, growth and profitability. Sylvester is an expert on business creation, incubation and acceleration; market entry; international trade, finance and supply chain; foreign direct equity investment; global management; operations management and management consulting. Sylvester has a B.A. from Harvard University and was awarded a Harvard University-Michael Clarke Rockefeller Graduate Fellowship to Japan. He is an alumnus of Leadership New York III and the Mitsubishi Bank Forum of Global Emerging Leaders. Sylvester is the organizer and Conference Chair of the Annual Consul Program for New Jersey Life Sciences.