

WELCOME TO PANEL DISCUSSION

Building Successful Global Medtech Partnerships with Distributors/Dealers (from the Distributor/Dealer Perspective)

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Alon Gat
CEO
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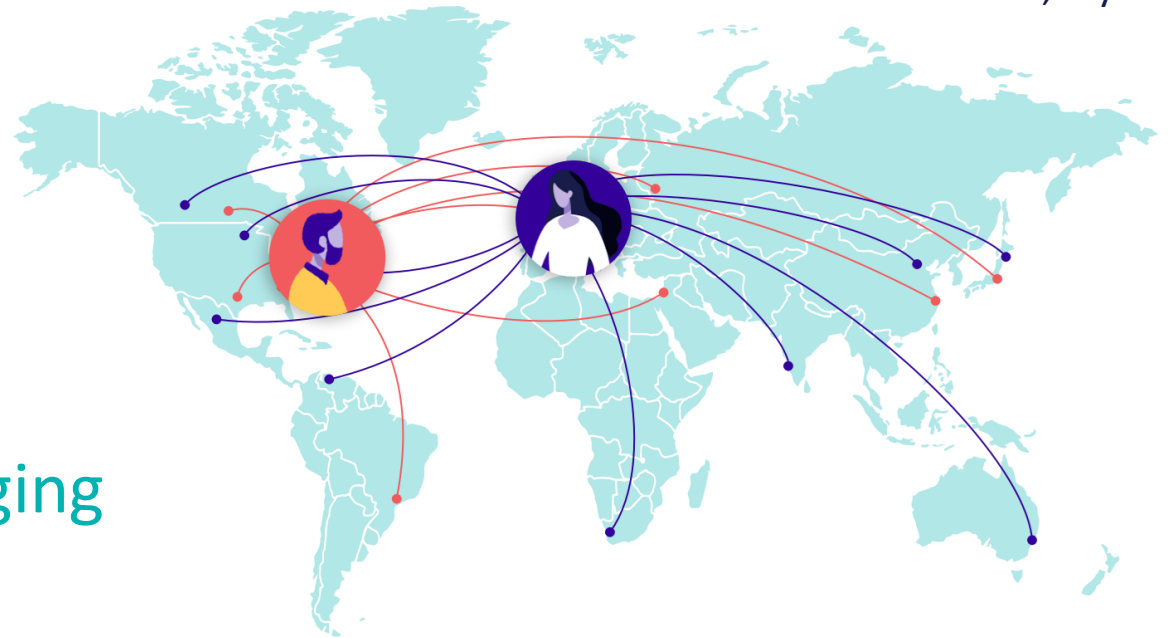
Scott Newton
Industry Advisor
myCaribou

myCaribou is a Global Platform...

1. Build Partnerships
 - 22,000 Manufacturers
 - 22,000 Distributors/Dealers
 - 150+ Countries
2. Manage and Collaborate with Partners
3. Foreign Exchange, Currency Hedging and International Payments



Craig MacInnis
Co-CEO, myCaribou



More than 50% of partnerships between
manufacturers and distributors/dealers
are failing to meet expectations*

Perceived failure rate was **higher** for manufacturers than distributors

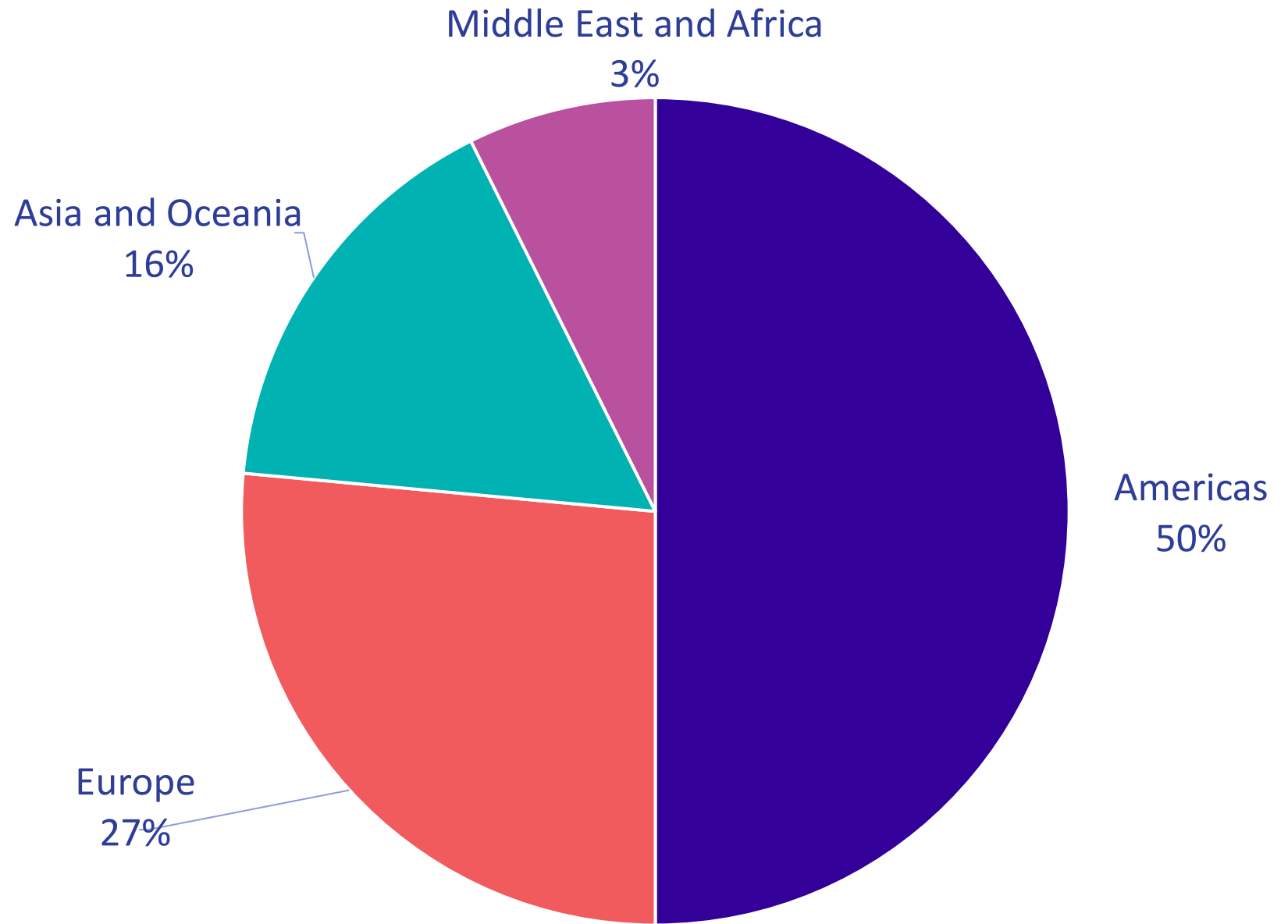
Top 3 reasons for failure were:

1. Lack of Focus on Products
2. Poor Visibility Into Sales/Pipeline Activities
3. Lack of Communication

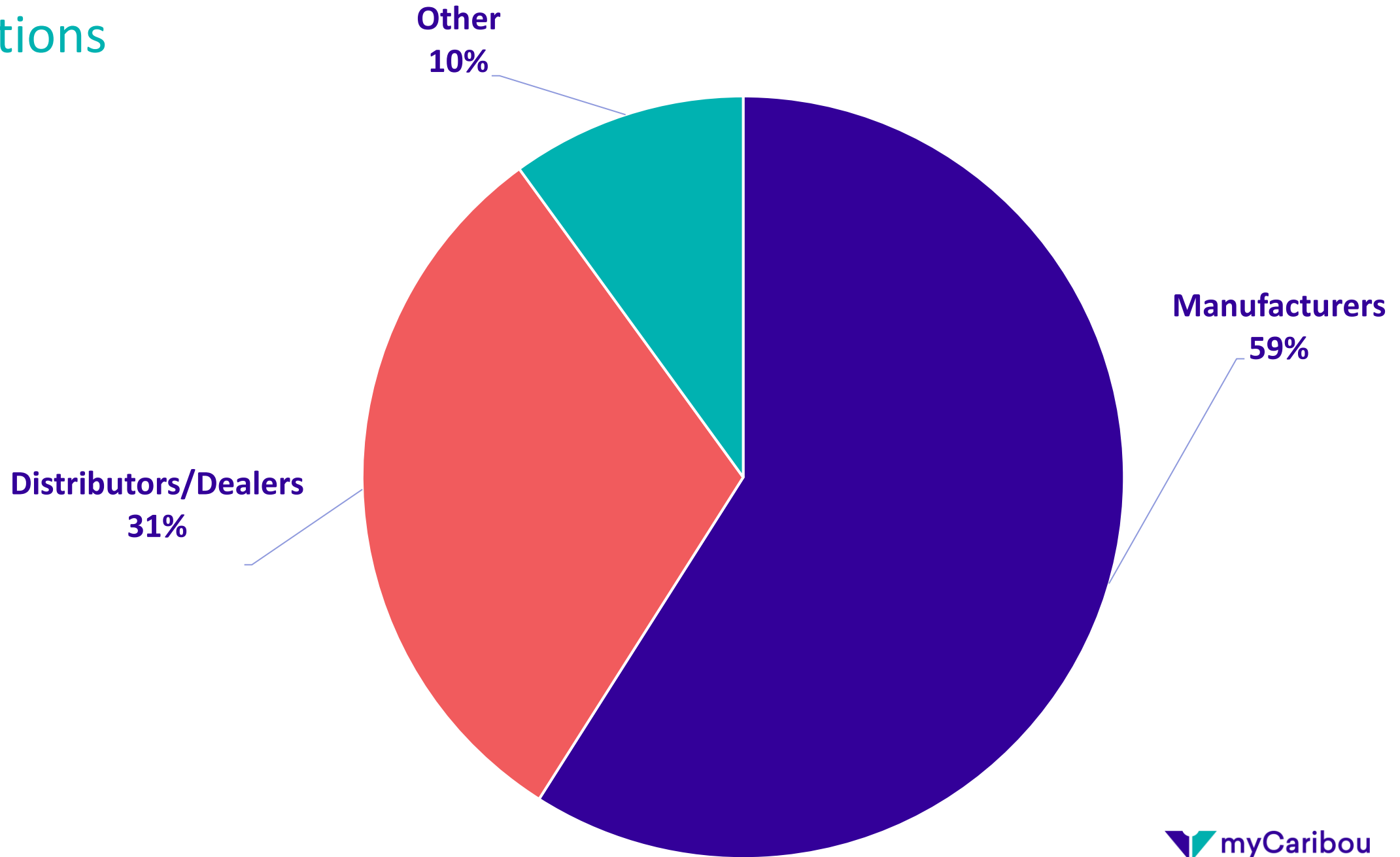
Impact = lost **revenue**, lost **time**, and lost **ground to competitors**

POLL

Registrations



Registrations





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Partnership Terms

1. What are the key terms of a contract that will ensure alignment of partner goals? And what are some of the clauses to avoid in contracts?
 2. When MedTech manufacturers and distributors start working together in a market, why is it so important to establish key performance indicators (KPIs)? What are some sample KPIs you have used previously with success?
 3. Exclusivity considerations - should your in-market contracts be exclusive? What are the implications of non exclusive distributors and should you worry about being bound to the cooperation of the distributor in cases of merger or sale of your company?
- 




Supplier Support and Training

1. Describe some examples of successful partnerships that benefitted from strong supplier support and training (up front and ongoing).
 2. How can a manufacturer ensure they have adequate attention from their distributors and vice versa?
- 

POLL




Identifying Innovative Products

1. Distributors/dealers are always looking to add innovative products to their portfolio. What are the risks and rewards of working with earlier stage/innovative companies and products?
 2. What role are you willing to play as a dealer/distributor in helping manufacturers finish their market commercialization (registrations, KOLs, etc.)?
- 



Margin Strategies

1. How do you approach conversations with suppliers to establish margins for their products in your market? (which factors impact this)
 2. Which circumstances drive the need to re-open margin discussions?
- 

Join Our Webinar

Engaging Key Opinion Leaders for Medtech Innovation: Secure Investments and Successful Commercialization

Wednesday, Nov 8, 2023

11am EST / 3pm GMT



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Nancy Patterson
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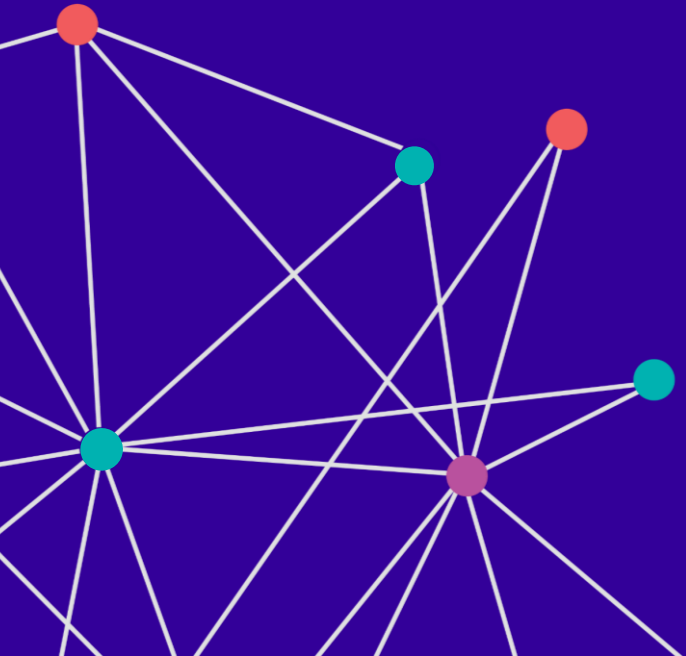
Thank you for attending!

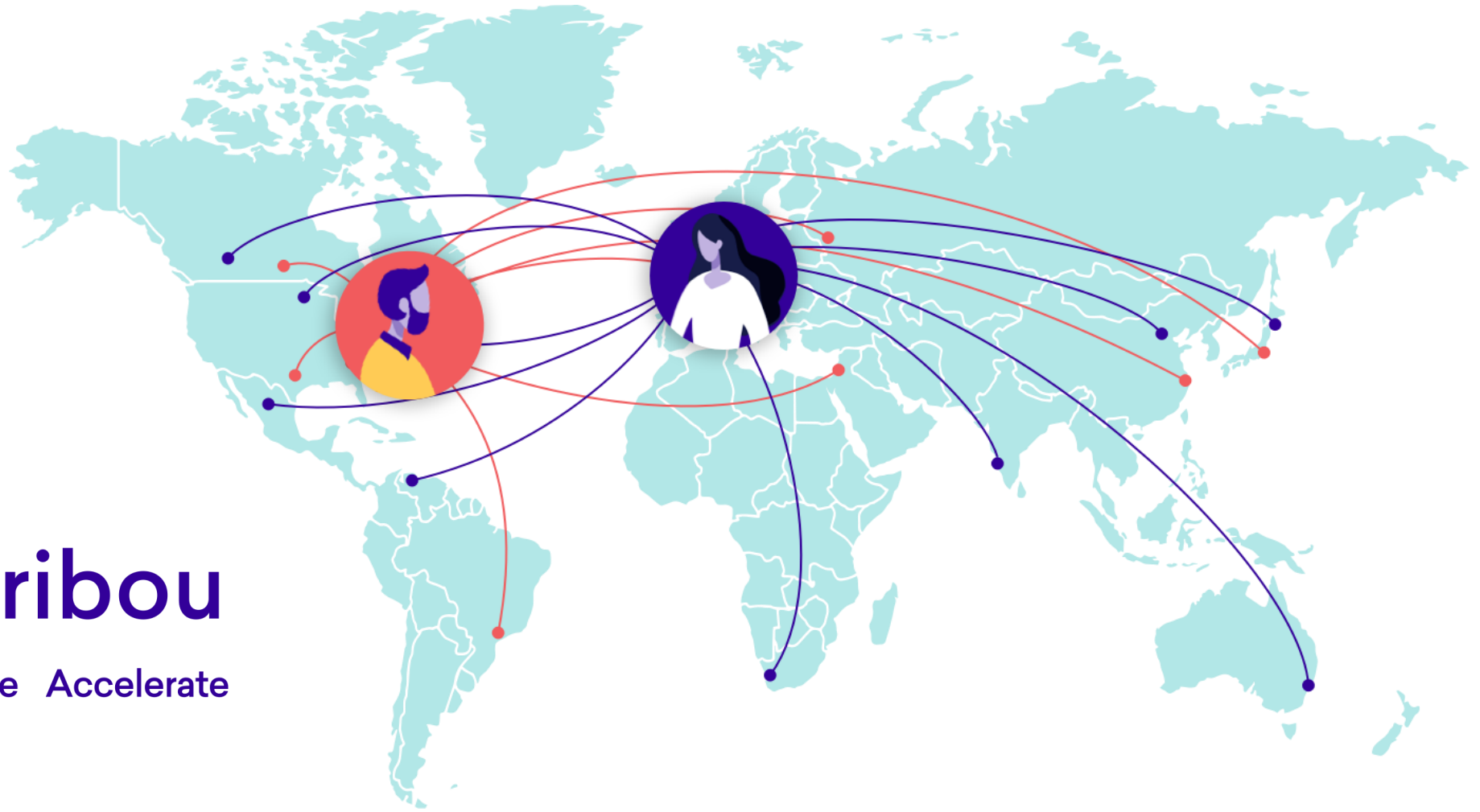
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