

Situation

A life science company with a new product that caters to research professionals in academic and industry settings wants to create awareness on precast-gel that they are manufacturing. They need to test it before selling it in the US.

Challenges	Solutions
<ul style="list-style-type: none"> • Understand current customers’ needs by doing market surveys • Evaluate the product feasibility and make improvements based on preliminary market feedback • Try to position their product benefit to the customer in order to prepare its entry into the US market 	<ul style="list-style-type: none"> • Used our network to make a market survey, represented the customer at meetings and trade shows (as BIO2008) • Found potential product evaluators and leads, then delivered them the product for testing and evaluation • Created sales strategy for a 6 months period, improved the design of their website, helped them to build their communication strategy

Results

- ➔ Several improvements proposed for their website
- ➔ Identified and introduced samples to testers for a product evaluation
- ➔ Generated new business opportunities

SERVICES



- ✓ Market evaluation
- ✓ Targeted Contacts Detection
- ✓ One-on-one Meetings with Prospects, Influencers
- ✓ Market intelligence
- ✓ Competitor Research
- ✓ Trade Show or Conference Representation
- ✓ Distribution Channels Identification
- ✓ Sales Collateral optimization
- ✓ Development Support

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