



# Company Profile

**sananet**

**Consultants exclusive for Health Care**



## sananet

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Fax: ++49 451 / 400 83 02

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Websites:

<http://www.sananet.com/english/>

[www.liver-products.com](http://www.liver-products.com)

[www.verblisterung.com](http://www.verblisterung.com)

[www.sanojobs.de](http://www.sanojobs.de)

Location: in the city centre of Lübeck

Founded: March 2000

Acting partner and Managing Director:  
Tilo Stolzke

### **Mission:**

**To help enterprises in the health care environment  
to grow in times of competition**



## Your Consultant

### Tilo Stolzke

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With more than 30 years of experience in medical technology and health care Tilo Stolzke (born in 1959) has specialized in strategic concepts and their transfer into practise, in the structured **growth of medtec companies** and **practical implementation of sales and marketing**.

After having graduated as a biomedical engineer for medical technology he has demonstrated his sales skills and customer orientation with Picker International (later GE) as a sales representative.

1989 changing to Dräger Medical, he was promoted in different business units from Project Manager and Marketing Manager to Head of Product Marketing taking responsibility for the complete international process of customer and cost oriented product generation and marketing.

At TERAKLIN AG, an innovative Start Up Company he built up the marketing structure and was the international sales director, building up the distribution network and sales structure. In this time he got lots of experience with due diligence and financing of new companies.

At sananet he is focussed on the founding, financing and growth process of companies. Market analysis and a widespread network are transferred into practical support to make your company more successful. The goal is supporting you in gaining more customers, turnover and profit. Specialize in medical start-up and mid-size companies; leading the company in business, sales & marketing and strategic aspects; negotiating and signing business collaboration with international strategic partners; specialized in bringing companies from seed level to sales and marketing and from there to international business.

Market analysis and successful international implementation of sales and marketing are the strongpoint.



## Consultants exclusive for Health Care

### Philosophy of sananet

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Based on our management experience in the medical industry and healthcare environment we consider the success factors to be **focus on market success** and **increasing turnover and contribution margin** rather than cost savings and general downgrading.

A clear strategy based on excellent knowledge of the market and customer needs is the core. A good international network helps further. This will ensure a structured process to develop market-driven products and implementation of successful marketing and distribution structures.

The basis of all actions is a longstanding, loyal partnership with our clients. As we have outstanding practical experience in the processes, we do not perform theoretical analysis but give clear recommendation which, if the client wants, we are able to put into action ourselves.

As the service we offer is always linked to the subject of market success and achievement of goals, we as well agree on precise targets for each project

### Know How of sananet

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While there is an excellent overview on all aspects and markets of medical technology and hospital environment, there are some areas with especially deep know how and a very good network. These are:

#### Indication and Product-wise

- Intensive care medicine (ICU) and OR environment (surgery and anaesthesia)
- Hepatology
- Cardiology
- Apheresis and dialysis
- Medical and hospital IT
- Systems and software for image analysis
- Pharmacy and drug delivery
- Home care

### Scope of Clients

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Our clients cover the whole scope of company statuses:

- Medical startup companies in the pre-clinical phase, looking for investors or strategic partners
- Mid-size companies looking for worldwide distributors, who want to establish a daughter company in Germany or who seek an exit for their investor
- Multinational groups from life science like Medtronic or Novartis as well as others industrial



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## Services from sananet – exclusive for Health Care:

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### Founding, financing and implementation of a company

- Scouting trends, project ideas and chances for **profitable investment**
- **Due diligence** and market analysis for investors and medtec companies
- Supporting the **start up**
  - Basic analysis, **market and competitor analysis**
  - **Product review** and assessment of chances for a market launch
  - Strategy development, **business plan, investor presentations**, road shows
  - Financing – government grants, identifying investors, **strategic and private investors**
  - Controlling
- Sale of a company – **exit strategy**
- Project and **interim management**

### Marketing & sales – analysis and practical support

- Marketing for medtec companies
  - **Market analysis**
  - **Customer survey**
  - **Pricing** in different markets
  - **Branding** and positioning
  - Marketing mix
- Sales & Business Development
  - Sales consulting (focus on **export**) and practical support in sales
  - Building and structuring **distribution networks**
  - Sales **controlling**
  - **Tender** business
  - **Market launch** of innovative (hard to sell) products
  - Opening **new markets**
  - **Reimbursement**
  - **Cost analysis** and **value proposition**

### Developing strategies

- Company analysis and **strategy audit**
- Development, implementation and communication of **vision and mission**
- Defining success factors and **core competences**

### Coaching

- **Personal coaching** as a critical partner
- **Moderation** in conflict situations
  - Mediation
  - Support in budget negotiations
- Business Excellence



## Projects (examples):

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- Scouting medical companies and projects for strategic investors and governmental institutions
- Formation of new medtec companies on the basis of clinical innovations and customer benefit
- Market analysis for German and international markets (especially Asia)
- Marketing concept for new positioning of an existing product
- Market launch for innovative, not established products or new and not developed market segments
- Set up of international sales & distribution network
- Founding daughter company in Germany or acting as sales and marketing office
- SWOT analysis and process review
- Definition of vision and mission statement and practical implementation
- Setting up a strategy with special focus on competitive threats
- Customer survey on quality perception
- Implementation of a success oriented controlling method for the management of a company
- Tender and order placement consulting
- Coaching
- Training a management team
- Moderation of conflicts and co-operative solutions, finding the hidden rules
- Developing clinical pathways with quality and cost optimisation



## References

Excerpt

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### Medtech

Medtronic	<a href="http://www.medtronic.com">www.medtronic.com</a>
Novartis	<a href="http://www.novartis.com">www.novartis.com</a>
LOESER Medizintechnik	<a href="http://www.loeser-med.com">www.loeser-med.com</a>
Resonance Health	<a href="http://www.resonancehealth.com">www.resonancehealth.com</a>
Echosens	<a href="http://www.echosens.com">www.echosens.com</a>
GIZ	<a href="http://www.giz.de">www.giz.de</a>
Hepawash	<a href="http://www.hepawash.com">www.hepawash.com</a>
MTS	<a href="http://www.mts-mt.com">www.mts-mt.com</a>
Apoblist	<a href="http://www.apoblist.de">www.apoblist.de</a>

### Industrial Clients

Feinmess Dresden	<a href="http://www.feinmess.de">www.feinmess.de</a>
Northrop Grumman LITEF GmbH	<a href="http://www.northropgrumman.litef.com">www.northropgrumman.litef.com</a>
Festo AG & Co. KG	<a href="http://www.festo.com">www.festo.com</a>

### Investors

KfW	<a href="https://beraterboerse.kfw.de">https://beraterboerse.kfw.de</a>
Aeris CAPITAL	<a href="http://www.aeris-capital.com">www.aeris-capital.com</a>
CapDecisif Management	<a href="http://www.capdecisif.com">www.capdecisif.com</a>
Bayern Kapital GmbH	<a href="http://www.bayernkapital.de">www.bayernkapital.de</a>
High-Tech Gründerfonds Management GmbH	<a href="http://www.high-tech-gruenderfonds.de">www.high-tech-gruenderfonds.de</a>
GTZ	<a href="http://www.giz.de">www.giz.de</a>
Goodvent Beteiligungsmanagement GmbH	<a href="http://www.goodvent.net">www.goodvent.net</a>

### Governmental and NGO

WTSH	<a href="http://www.wtsh.de">www.wtsh.de</a>
GIZ	<a href="http://www.giz.de">www.giz.de</a>
IEICI	<a href="http://www.export.gov.il">www.export.gov.il</a>

### Hospitals

In the German market sananet is consulting hospitals as well. This provides synergy in medtech consulting.