

Eighteen Ventures

Eighteen Ventures' Business Modeling Development Service is designed to help startups and small firms prepare an actionable document describing how the companies intend to fund, produce, market & promote, monetize, distribute and scale their novel medical technology or health technology solution.

Moreover, the document includes a funding plan that will help companies obtain continuous business development and growth financing, i.e., National Science Foundation (NSF) Small Business Innovation Research (SBIR) new technology development seed grants, convertible note, working line of credit, and private early-stage capital.

Service Performance

- 1) Use a client questionnaire, Eighteen Ventures works with the client to define the overall business focus and proposed product/technology/service concept.
- 2) Conduct market research to collect and analyze information/data regarding the targeted industry, market sector, potential competitors, targeted buyers and users, regulatory requirements, reimbursements, and proposed technology concept.
- 3) Use the market research findings and the client's questionnaire to prepare a comprehensive business model, no more than 25 pages, containing the following components:
 - Medical/Healthcare Problem Identified Problem/Issue
 - Proposed Concept/Solution Purpose, Function, Uniqueness, Features
 - Targeted Buyers & Users Technology Buyer & User Profiles
 - Market Opportunity Market Segment, Market Size, Competitors, Competing Solutions, & Competitor Analysis
 - Research & Development Concept Feasibility & Prototype Development Process
 - Customer Discovery Learn Buyers' Pain, Utilization, Priorities and Preferences
 - Go-To-Market Strategy Reach, Inform, Introduction, and Stimulate Buyers Purchase
 - Key Activities Reimbursement & Regulatory Strategies, Production & Distribution Strategies
 - Key Resources Partnerships, Competitor Analysis, Fundraising Strategy, Organizational & Operations Strategies, Buyers Feedback.
 - Financials Revenue Model, Cost Structure & Ownership Share
 - Fundraising Strategy Continuous business financing plan
 - Leadership/Management Team Key Executives Professionals & Research Team

Service Development Timeline

Normally, it takes 3 to 5 weeks to prepare a well-designed, actionable business model.

Contact Person: Darrell Williams, Darrell@Eighteenventures.com