



Trilogy Associates™

Markets ▲ Technologies ▲ Business Development



Introduction to the Practice

Facilitating Business Growth and Renewal
through
Commercialization of New Products



The Practice

- The trilogy:
 - Markets
 - Technologies
 - Business development
- Facilitating business growth through commercialization of new products
- Medical/Life Science focus:
 - Medical and surgical devices
 - Clinical diagnostics
 - Laboratory automation
 - Drug discovery and development





History

- Founded in 1989 by Joseph Kalinowski
- More than 50 clients, large and small, and engagements dealing with:
 - Opportunity assessment
 - Business strategy and planning
 - Market research and competitive analysis
 - Partnering and business alliances
 - Technology assessment and product evaluation
 - Product concepts and specifications
 - Writing and publishing





Markets

- Medical and surgical devices
- Clinical diagnostics & monitoring
- Medical informatics & imaging
- Healthcare & pharmaceuticals
- Laboratory automation
- Analytical instrumentation
- Industrial markets



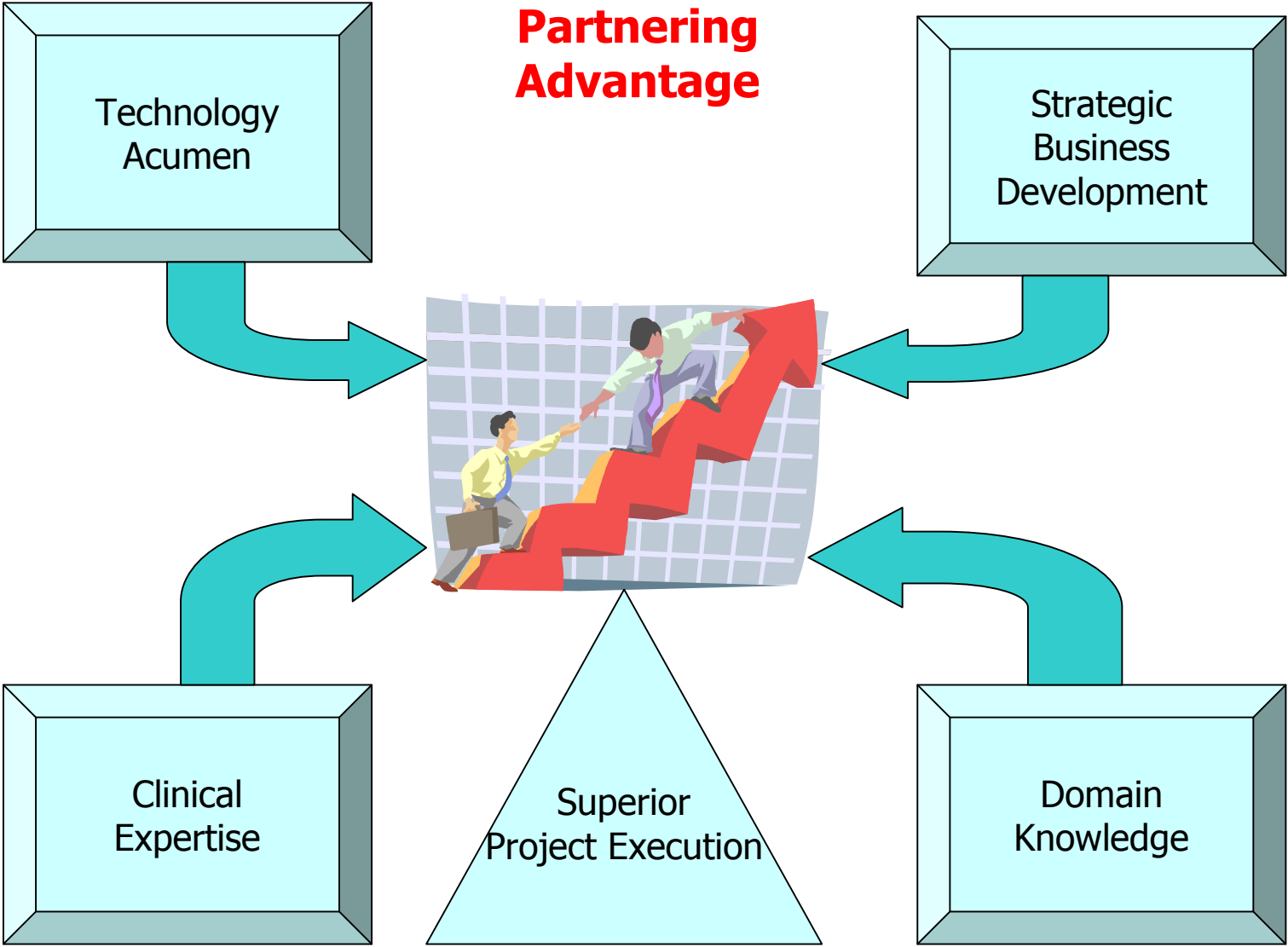


Capabilities

- Strategic business planning and enterprise growth mechanisms
- New-product conceptualization, commercialization and marketing
- Assessment of the therapeutic and diagnostic potential of novel science
- Business planning and opportunity discovery
- Business development and partnering
- Leadership and team building
- Design of efficient and effective development strategies for early stage biomedical products
- Corporate capitalization, development and governance
- Identification of future trends in the life sciences and relevant technologies



**The Trilogy
Partnering
Advantage**



Technology
Acumen

Strategic
Business
Development

Clinical
Expertise

Superior
Project Execution

Domain
Knowledge



Clients

- Clients include major suppliers, development-stage firms, investors and service providers
- Major-supplier clients include:





Prior Engagements

- Information on prior engagements available upon request, e.g.:
 - Clinical chemistry systems
 - Point-of-care testing and monitoring
 - Implants
 - Microfluidics (lab-on-a-chip, DNA & protein microarrays)
 - Laboratory automation and robotics
 - Biochemical sensors
 - Biopharmaceutical production
 - Tissue engineering
 - Medical & laboratory imaging and endoscopy
 - Catheters & infusion sets





Founder's Biosketch

- General Electric
- Battelle Institute
- Ciba Corning (now Bayer Diagnostics)
- Ohmeda
- Betagen
- Genzyme
- Trilogy Associates





Contacts

- U.S. Mail

Trilogy Associates
4068 Fearington Post
Pittsboro, NC 27312
USA

- Telephone

Voice: 919.533.6285
Fax: 888.251.5848

- Email

jk@trilogyassociates.com

- Internet

<http://www.trilogyassociates.com/>

