Nine of Top 40 Selected Innovations Secure Awards, KOL Endorsements, Investor Access, and More Through MASS Solutions in Less Than 6 Months

Global Innovators Gain Visibility and Momentum in the U.S. Through an Accelerated Channel

MASS
Market Approval
Starter-Scaler

BDMT Global
TRANSFORM AND DRIVE DEMAND

Situation

Nine global healthcare innovators sought to build local market presence in the United States after being selected for the Top 40 List of Global Innovations and featured in multiple media channels. Each company had developed cutting-edge technology with strong potential to address critical U.S. healthcare challenges. Solutions included AI-powered diagnostics for early disease detection, advanced therapeutics, and medical device innovations, among others. The group included both clinical-stage startups and commercially established companies, each with proven success in their home markets.

Despite their technological sophistication above and beyond competition, none had a meaningful U.S. footprint, an embedded network of Key Opinion Leaders (KOLs), or a clear path to connecting with investors and strategic partners.

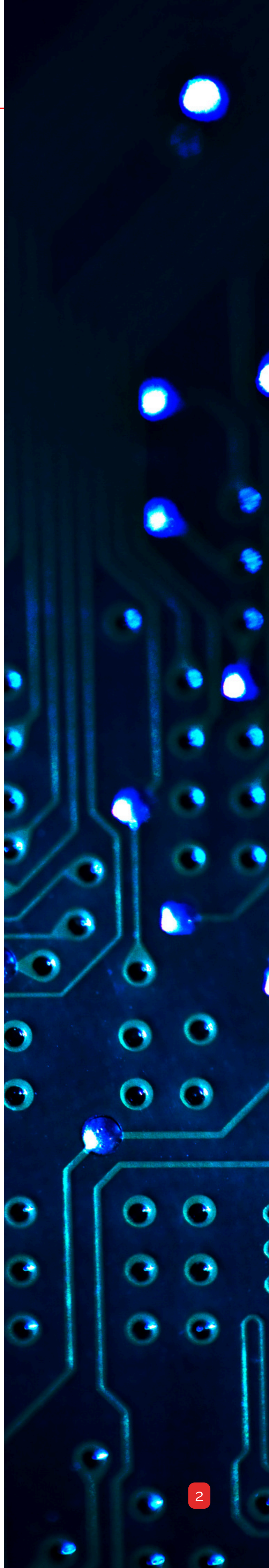
Their shared goal was to establish U.S. visibility, secure third-party validation, and build the relationships needed for long-term market success - all under a limited budget.

Market Opportunities

The U.S. healthcare market is riddled with problems and is undergoing fundamental shifts. Non-dilutive funding is increasingly accessible through state-level grants, while an aging population and the decentralization of care out of hospitals create an urgent demand for new innovations. It opens an unprecedented window of opportunity for global innovators who are committed to becoming a part of the solution.

Regulatory clearance is not a prerequisite for market engagement; innovators can start building relationships, testing messages, and validating their value proposition years before their product is approved for sale. The companies that wait for FDA approval before engaging the U.S. market lose critical time and momentum to competition

Waiting for perfect timing after regulatory approval to engage the U.S. market is the greatest risk of all.



Challenges

1. Lack of U.S. Presence and Network: None had an established U.S. footprint or meaningful relationships with the local ecosystem. They had no embedded network of KOLs, potential partners, or investors to open doors.

2. No Prior U.S. Validation or Third-Party Recognition: Without U.S.-based endorsements, awards, or media coverage, they lacked the social proof that U.S. decision-makers rely on when selecting and evaluating new technologies.

3. Limited Visibility at Major Industry Events: The innovators had participated in trade shows before, but without strategic positioning or pre/post-event engagement, their presence yielded limited returns. They were exhibiting and waiting for the hot leads to walk into their booths, not activating the market.

4. Waiting for Approval Instead of Scaling: Many believed they needed regulatory approval first. They were unaware that achieving commercial success in the U.S. required simultaneous foundation building along with pursuing regulatory clearance.

5. Need for Sustained Engagement Beyond a Single Event: Events were treated as standalone efforts vs. catalysts for pipeline generation. Without a full-cycle event strategy, including outreach before the event and structured follow-up after initial visibility faded and leads were disengaged, resulting in low ROI on expensive investments.

To quickly provide local market traction for these global innovators, BDMT advised leveraging MASS (Market Approval Starter-Scaler) Solutions, a turnkey platform that delivers immediate local presence, built-in networks, and strategic market activation.

Why BDMT Global

BDMT Global spearheads this initiative because of a unique ability to translate global technological excellence into immediate U.S. market relevance. These innovators, while technically superior, lacked the localized "boots-on-the-ground" presence and the embedded KOL networks required to penetrate the complex American healthcare ecosystem.

BDMT Global offers a high-efficiency model that optimizes limited budgets while transforming foreign innovation into a validated, investor-ready U.S. presence.

Deliverables

BDMT Global, through MASS Solutions, provided global innovators with the following services:

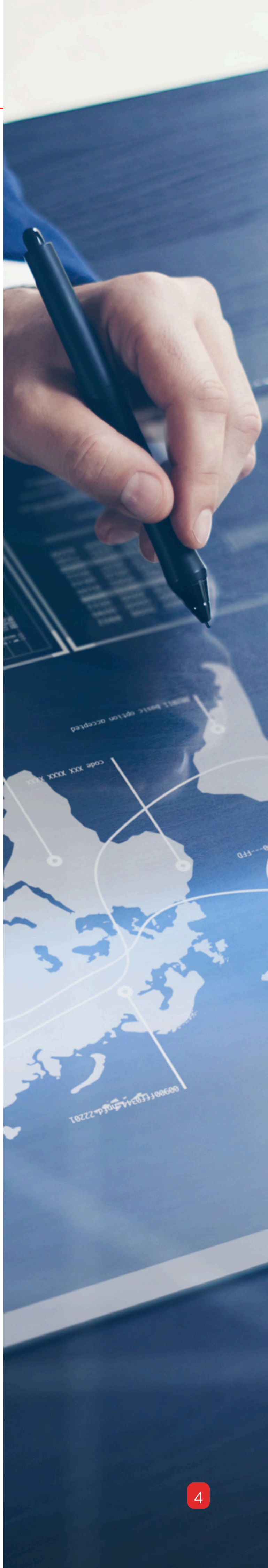
1. Secured U.S. Validation: Engaged KOLs and industry experts to provide direct feedback and public endorsements that innovators could leverage for credibility.

2. Generated Visibility: Secured media coverage and engineered strategic event positioning to amplify innovator presence in the U.S. market.

3. Facilitated Investor Access: Created curated pitch opportunities connecting innovators directly with relevant investors and decision-makers.

4. Created Sustained Momentum: Ensured industry event participation translates into ongoing conversations following up on these opportunities.

5. Shifted Innovator Mindset: Moved participants from a "wait and see" approach to an "enter and build" strategy for market entry.



Results & Outcomes

In less than six months, MASS Solutions transformed the market status of nine global innovators in the U.S. market.

The approach delivered impact and measurable outcomes in the following ways:

1. Direct KOL Engagement & Public Validation

At the Innovator Summit, each of the nine companies secured 1:1 time with industry leaders and presented their solutions to a highly curated audience.

During a public panel discussion featuring senior industry executives, **two innovators received unsolicited public endorsements:**

- A surgical robotics company was praised for its flexible robotic solution and AI integration, with a panelist offering open support as the company seeks to expand its market.
- A wound care company had its go-to-market strategy highlighted as a model for others, with a panelist noting the founder's decision to launch a Class I device first rather than waiting for future revolutionary products.

These public endorsements from highly regarded industry experts carry weight far beyond the event itself. These solutions now have credibility in the eyes of KOLs' networks of investors, partners, and thought leaders.

2. Award Recognition & Third-Party Credibility

One innovator won the event's Franklin Visionary Award "Product of the Year," an honor judged by U.S. industry experts. **This award was particularly significant because the company's innovation is not yet FDA-cleared.**

The U.S.-based validation creates momentum that would otherwise be unavailable to a pre-clearance company. When the product eventually receives approval, it will not go to market cold; it will reconnect with audiences who already recognize it as an award-winning innovation.

3. Investor Access & Pitch Opportunities

For the first time, these innovators pitched directly to their target audience of U.S. healthcare investors in a dedicated session.

Unlike crowded, oversaturated trade show floors where innovators compete for attention, this curated setting ensured each company had the undivided attention of relevant decision-makers.

Their innovations were also featured in the "Innovation Spotlight" center at the entrance of the event, prime real estate that guaranteed visibility for every stakeholder attending the event.

4. Media & Showcase Visibility

BDMT facilitated media features and podcast interviews for participating innovators, enabling cross-channel amplification long after the event was over through an integrated media strategy.

Companies used event assets to create strategic social media content, extending their reach beyond the physical event. Leading media channels also featured the innovations as part of the Top 40 Global Innovations List.

5. Ongoing Conversations & Expanded Opportunities

MASS Solutions did not treat the Innovator Summit as a one-off event. BDMT established a structured post-show process and helped innovators follow up with targets they met at the summit.

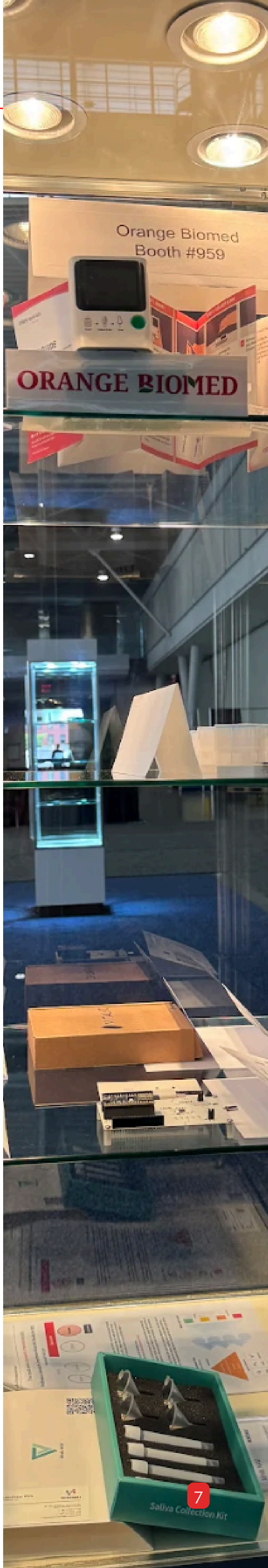
Multiple innovators entered post-summit discussions with investors and KOLs, and the momentum was further leveraged through a co-sponsored VIP Private Investor Event during CES, where select innovators connected with leading investment firms, angels, and VCs.

The most significant outcome of MASS Solutions was not any single award, meeting, or press mention; it was the validation of a new model for market entry.

The new model says: enter while you build, build relationships while you perfect your product to better fit the market, and let market approval accelerate your path to revenue.

The nine innovators who participated in MASS are now positioned differently than they were six months ago and ahead of their competitors.

They have U.S.-based endorsements. They have relationships with KOLs who understand their technology. They have investors who have seen them pitch. They have awards they can feature in their sales materials and in their pitch decks. They have media coverage they can share. These innovators have entered the market now, rather than waiting.



About BDMT Global

Founded in 2014, Business Development & Marketing Transformation (BDMT) Global is led by a group of award-winning commercialization experts with deep insights and know-how for market entry and expansion. BDMT combines outsourced business development (BD) and marketing expertise (MT) to help companies entering new markets, offering strategic go-to-market plans, business development, and full marketing execution services. The firm collaborates with innovators across industries, including manufacturing, technology, and life sciences, building trust-based relationships to connect innovative companies with the right stakeholders to achieve a faster impact.

Led by accredited investor and Managing Partner Suzy Im, BDMT drives growth through 100% customized programs, in addition to core services, such as 'MASS' (Market Approval Starter-Scaler) solutions for innovators seeking more rapid U.S. market entry and expansion, with seven key benefits, including funding.

The team aims to bring "tomorrow's innovation today" by bridging the gap and fast-tracking collaboration opportunities. To achieve this, the team leverages its strong network of industry leaders, including investors, C-suite executives, and influencers across the B2B and B2C sectors. BDMT's DAC (Digitization, Automation, and Cross-Industry Collaboration) movement was launched in 2023, with Mayo Clinic as the inaugural sponsor, and is a gateway to fostering collaboration between global innovators and U.S. stakeholders to solve critical market challenges.

Under DAC, BDMT enables one-stop destinations for partnership opportunities. In 2025, BDMT partnered with MEDevice Boston to launch the BDMT Global + MEDevice Boston Innovator Summit and Top Innovators Series, further expanding the DAC movement.

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