

Creating a Direct Impact in Local U.S. Communities to Showcase Brand Values at a Human Level

Partnering With Local Nonprofits to
Support Caregivers and Patients Ahead
of Commercial Launch



*Business
Development
& Marketing
Transformation*



Company Background

Orange Biomed is a S. Korean healthcare start-up established in 2021 with the goal of solving unmet diabetes-focused healthcare needs by bringing state-of-the-art POC technology into patients' homes.

In 2022, Orange Biomed developed a device to make A1c testing easier, more accessible, and more affordable. It offers a user-centered design integrated with state-of-the-art technology, providing healthcare solutions for diabetes management and is to become a game-changer in patient-oriented healthcare.

Due to being a new international company, Orange Biomed lacks a community, creating a need to build relevance in B2B and B2C communities while heading toward FDA clearance and commercialization of the U.S.



Orange Biomed Co-Founders Yeaseul Park and Dr. Unghyeon Ko

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Challenges

Entering the U.S. market without local community support

Business leaders, particularly in the healthcare sector, often struggle to establish direct connections with the patient and caregiver communities that their companies aim to serve. Additionally, many global companies expect their brands to penetrate new markets without the backing of a local support network. As a result, there is a lack of effective means to connect directly with relevant ecosystem players, such as patients, caregivers, consumers, partners, and advocates.

Pharmaceutical companies and healthcare innovators are held to a higher standard of corporate social responsibility (CSR). In the healthcare industry, the primary objective of sales is to enhance the quality of life for patients. However, there is often a gap between these companies and the communities they serve. Therefore, bridging this gap is critical to achieving the desired outcome.

In light of these challenges, Orange Biomed, a healthcare startup, approached BDMT Global to help establish a local network to complement their efforts to enter the U.S. market strategically.

Strategies & Approach

Create global impact, starting with the local community

International businesses that integrate CSR into their market entry can benefit from positive relationships within the ecosystem they serve, which can lead to easier market access and increased local support.

Fostering local collaborations toward shared objectives and supporting organizations that were aligned with Orange Biomed's mission to build strong connections with the local community was key to the overall approach.

Setting the foundation to fill critical gaps

BDMT works closely with local nonprofit organizations to bridge the gap between global companies and local communities.



BDMT is the frontrunner for nonprofits like Sponsors of the Future (SoF), an organization that aims to connect global healthcare companies directly with patients, caregivers, and families. BDMT facilitates such connections, leveraging its local and global network with different stakeholders to form ecosystems that empower the neurodivergent community.

"Sponsors of the Future (SoF), a 501(c)(3) nonprofit organization incorporated in Rhode Island, is dedicated to facilitating strong connections between local communities and businesses to create a more significant impact in neurodivergent communities. SoF creates community programs for ALL with the mission to connect the different stakeholders to form ecosystems that support the neurodivergent community and others through education, advocacy, and inclusion."

Since 2022, with BDMT as a key sponsor, SoF has gained a positive reputation and high status by promoting corporate social responsibility and contributions in the U.S. The organization is focused on building an ecosystem by facilitating cooperation between businesses and local communities through innovative social movements.

To help Orange Biomed foster strong local collaborations and make a direct impact on the U.S. healthcare system, BDMT recommended Orange Biomed become a corporate sponsor for SoF.

Tailored cause-related marketing program to create an impact and maximize local efforts

SoF provided an effective vehicle for Orange Biomed to connect directly to relevant ecosystems. BDMT, in collaboration with SoF, created a customized program specifically tailored to position Orange Biomed as a healthcare company that promotes healthy minds and bodies, for Phase 1 of market entry.

The Objectives

The key objectives of Orange Biomed's grassroots marketing program entailed:

- 1. Creating brand recognition and relevance within the U.S. market.*
- 2. Leveraging Orange Biomed's cause-related (health equity) positioning and collaborating with nonprofit organizations aligned with the mission.*
- 3. Raise \$1,000 dollars for the RI Community Food Bank in honor of Diabetes Awareness Month*

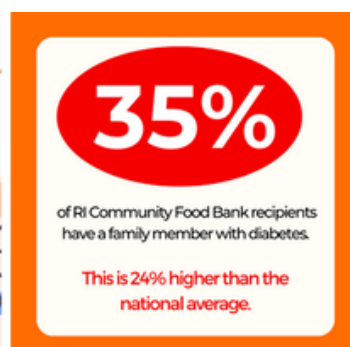
4. *Establishing strong connections between Orange Biomed and stakeholders like local consumers and patients to lay the foundation for U.S. market entry.*

BDMT recommended tactical strategies, putting a positive spotlight on Orange Biomed through social media, press releases, and other targeted channels.

Starting with Orange Biomed's sponsorship of SoF's First Life Skills Boot Camp. This program was created to bridge the gap between the classroom and real-world applications. BDMT created assets to strategically weave in Orange Biomed's messaging within the current program. Through the sponsorship, Orange Biomed provided the campers with The Life Skills for Teens book for each camper to continue practicing health and wellness skills independently, with a personalized note from Orange Biomed's CEO, a key tactic to create a personal connection directly with the local community.

Educational awareness campaign to directly support the local diabetes community around Thanksgiving.

In November 2023, Orange Biomed and SoF partnered for a community campaign in honor of Diabetes Awareness Month. For this campaign, Orange Biomed and SoF hosted a fundraiser with the Rhode Island Community Food Bank, which has a high percentage of recipients who have or are affected by diabetes. In an effort to spread awareness about this campaign and support the local diabetes community, BDMT created and shared digital assets, including a company-branded RI Community Food Bank fundraising page, social media posts promoting goodwill efforts and education around diabetes, and a newsletter highlighting community efforts.



In addition, as part of the customized program, Orange Biomed sponsored the Completion Ceremony and dinner for the campers during SoF's first Annual Fundraiser to facilitate and celebrate independence for the local children and teens from the neurodivergent community.

To create momentum for the efforts, BDMT also leveraged social media posts and messaging along with mentions in press releases and the website to set the tone for the U.S. market entry.



Continue the momentum for long-term impact.

Orange Biomed will continue to form positive relationships within the U.S. healthcare system by directly sponsoring programs for those lacking resources within the SoF community.

As Phase 2 of this effort, BDMT will develop a special offering from Orange Biomed for the SoF community as their next educational activity. Leveraging the momentum created through social media and press releases, BDMT will help Orange Biomed create an impact as a global healthcare company.



Results & Impact

- Through Phase 1 of this effort, Orange Biomed:
- Reached an **ecosystem** of key local players (patients, children, doctors, parents, teachers) that play a role in the decision-making process.
- Created **brand recognition and relevance** within the U.S. market by leveraging cause-related (health equity) positioning.
- Raised **\$1,429** for the R.I. Community Food Bank to support the local diabetes community in honor of Diabetes Awareness.
- Maximized local efforts through **corporate giving** to create a global impact
Created a positive spotlight through social media*:
 - Overall **1+ million users** across Facebook groups (R.I., RI Events, Neurodivergent, family/mom pages).
 - **850+ followers** on SoF LI with **580+ impressions** across posts.
 - **3,000+ impressions** from BDMT's LinkedIn posts, which highlighted Orange Biomed as a key sponsor.

About BDMT Global

*Source: LinkedIn Boston, BDMT Global is an outsourced business growth and marketing execution team offering strategic go-to-market, business development, and marketing services for international companies trying to break into the U.S. market and other parts of the world.

The company is led by Suzy Im, the Managing Partner of BDMT Global, and Dr. Jake Lee, who has more than 20 years of experience in the US biotechnology and pharmaceutical industries. Suzy is a widely-known name in global business development and an award-winning marketing transformation leader featured in publications such as Fortune Magazine. Dr. Lee's experience spans R&D, process development, product development, manufacturing support, operations, and business development fields at multinational companies in biotech and biopharmaceuticals, such as Pfizer, Lonza, Shire, Amgen, and Takeda. For more information, visit **www.bdmtglobal.com**



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