

Go To Market Options & Strategies: AMSI's Recipe for Getting Cutting Edge Innovations to Market - From Idea to Global R&D Incubation

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Korean manufacturing and technologies are very sophisticated, and the work ethic is beyond comparison. You can produce no-blood glucose meters, diabetes foot creams that cure Stage IV disease, and make creams to turn back skin aging.

- Donald Redman

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When asked about working with Korean manufacturers, Donald Redman of Advanced Medical Solutions International (AMSI) was enthusiastic. It is clear that Redman seeks out cutting-edge innovations to partner with on a global scale.

Redman is the CEO and Co-Founder of AMSI. The US-based company specializes in innovative and new concepts and technologies in the biomedical field. AMSI develops, funds, and owns patents for various medical procedures related to the diagnosis and treatment of chronic human conditions.



Redman is a veteran of investing and growing businesses globally in chemicals, food franchising, and most recently, health tech and biotech. The company made the journey from investing in struggling businesses and turning them around to being an R&D Incubator, investing in advanced revolutionary technologies with the potential to solve the biggest challenges of humankind.



Donald Redman, AMSI Co-Founder and CEO

AMSI works with partners around the world to identify and collaborate on technologies that help humankind, are profitable, and allow for a win-win expansion. According to Redman, they find, sometimes accidentally, truly disruptive game-changing opportunities in university labs and products that are in the early stages of manufacturing. Then they build an ecosystem of various contributors needed to develop the organization further: investors, manufacturers, distributors, international partners, etc. to take new products globally.

The company is currently developing stem cell generation and treatment protocols that can eventually be used by the human body to deploy in places in great need of repairing or healing arthritis, fibromyalgia, sarcoidosis, tumors, COPD, etc.

The company is now launching **The COVID Hunter** scanner, an electronic detector of COVID and other viruses, in the US. They are developing a palm-scan-based blood panel test and glucose meter that requires no blood samples. They have biotechnologies to treat sickle cell anemia, increase IVF success by 100%, and create clinically proven wound treatment creams.

According to Redman, the company prefers to work with products that already have some shape. It can be early-stage development, but the product should be easy to believe in. Idea owners should have also completed market analysis of its potential and its simple cost analysis. It is necessary to get FDA approval to sell devices as diagnostic or medical. If manufacturers can market the product now as a detection device, they can find distributors or partners even before FDA approval or while FDA approval is pending.

THE COVID HUNTER



Redman believes the key to success is to seek out and form ventures with companies already in the field and have a complementary technology or service to your own. When asked how he implements this in his own business and in partnering with pre-FDA solutions, he says, *"We have ideas and early-stage products, and we partner with scientific research, manufacturing, and distribution partners, globally."*

The company is not interested in moving into production. *"I love working with ideas, creating concepts, finding good joint-venture partners, and doing deals,"* said Redman. *"AMSI has evolved into a global R&D company. They evaluate ideas all the time and then decide where to move with those ideas."*

Overall Redman stressed the importance of seeking out new ideas and recognizing potential: *"When you come across an opportunity, go with it, wherever it takes you. Learn new technologies. Meet new people. Build networks."*

Korean innovators, including midsize to large technology manufacturers distributors in areas of diabetes, genetics, infertility, stem cells, and biotech, looking for expansion and growth should consider partnering with AMSI. This partnership can offer product portfolio expansion for unique game-changing products.

For those planning a US market entry, companies like AMSI can be a shepherd and a deal-making partner in the local commercial and scientific research ecosystem.

-Content by Shannon Lindahl, Global Business and Marketing Associate at BDMT Global

If you are interested in connecting with Donald Redman or in working with AMSI please send an email to sim@bdtmglobal.com