

The Company

- Start-up that develops **assistive devices for autism** to **teach practical life skills** while assessing improvement in areas like social interaction, language, behavior control... :
“First wearable classroom for people with autism”
- Team of 15 staff funded by **grants and private investment**
- Has performed a **series of clinical trials** in the United States; soft launch in the US market to take place in early 2017
- Brain Power’s technology has attracted interest from many potential partners across the world

The Project

Brain Power possesses strong networks in different geographies, and believes that **launching the product internationally** is a great opportunity to **create demand** and **to pilot the business** in a smaller market before a wide American launch.

The MIT Sloan H-Lab team has been tasked with **developing the internationalization strategy**.

The objectives are to (1) **evaluate and identify the most promising countries** for commercialization, (2) **initiate tangible partnerships** with local organizations and (3) **create an implementation plan** for the country selected

The Team



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Internationalization Screening

Review current landscape for international markets: LatAm, Europe, Asia and Persian Gulf

4 regions (>100 countries) analyzed in terms of market size, unmet needs, stakeholders, regulations, cultural norms and autism perception. 2 markets chosen:

- Japan:** large potential market due to GDP, autism rate and willingness to pay on education; government offers free counseling, job support, and special needs education. Yet, there’s stigma around autism, and a rigid business environment.
- Mexico:** public awareness and academic research on autism are increasing. Laws give children with disability the right to a public education; however, nearly all private-based services are only affordable to the middle- and upper-middle class.

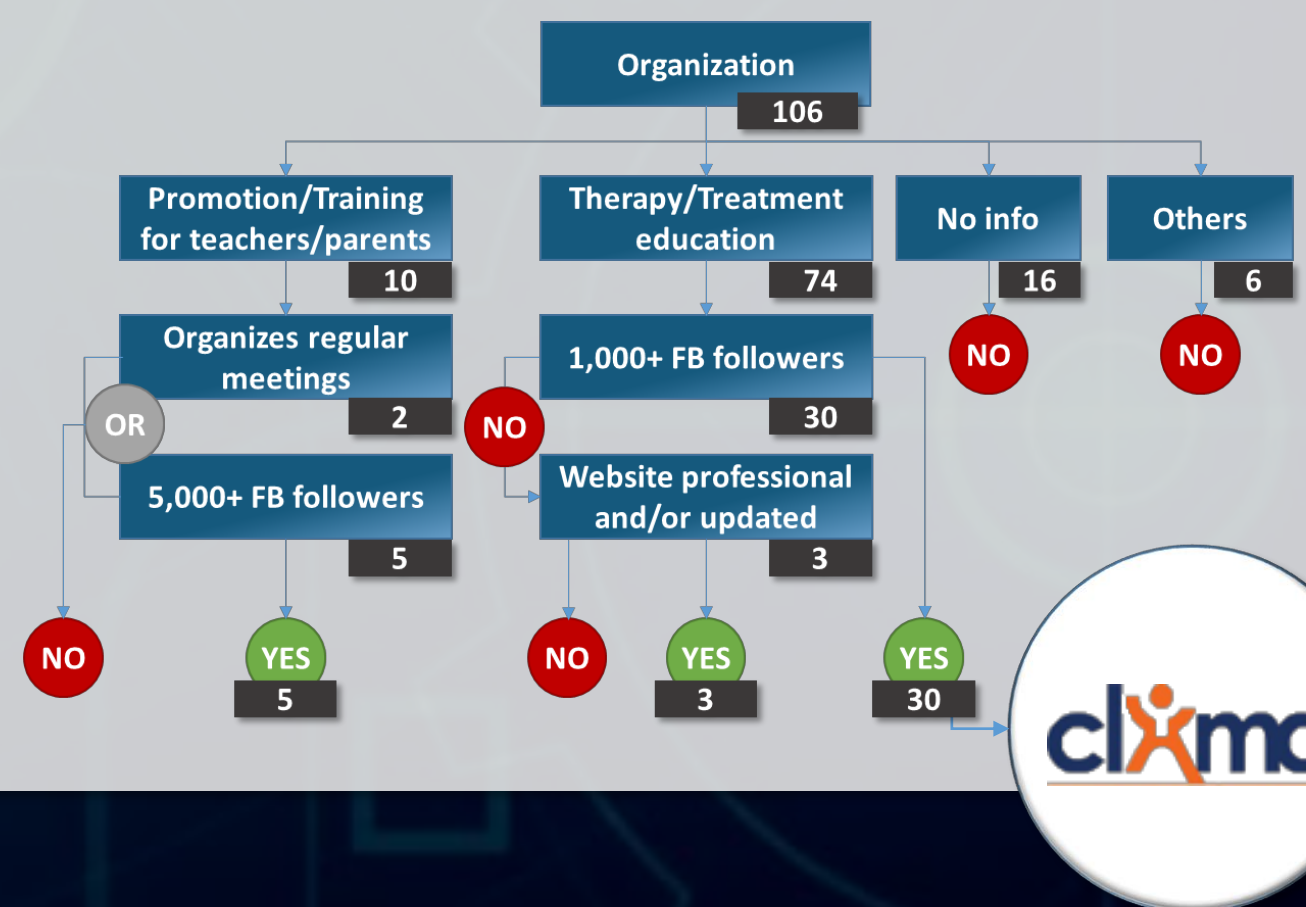
Mexico was elected to continue thanks to its proximity, the overlap of norms, its status as a business gateway to Latin America, and the expertise of the H-Lab team.



Outreach

Identify key partners for launch in the selected geography and initiate contact

Given variability in perception and diagnosis subjectivity, Brain Power must work with organizations that can navigate the Mexican market, understand its cultural nuances and ensure a successful entry. **>100 Mexican organizations were screened** for their capabilities in advocacy/training, their therapy offerings, and their community strength. **CLIMA (Clínica Mexicana de Autismo) was identified as the top-choice partner** for the services it provides to about 1,200 children and their families. **Successful contact was initiated** between Brain Power and the founder of CLIMA (the top autism researcher in Mexico), and due to the interest of both parties, an **in-person meeting is being planned** for March 2017.



Plan for Implementation

Proposal for an initial supply strategy for follow-on markets

The implementation plan for any follow-on country will require an understanding of (1) the **best means of gaining access in the follow-on market**, and (2) a **company strategy document** that will align stakeholders, seize opportunities, and mitigate risks of doing international business.

In Mexico, **partnering with a local distributor** will be the smoothest path to commercialization. Access to the Mexican market will first require evidence gathering **through localized clinical trials** as well as strong partnerships with autism organizations, such as CLIMA. By working with CLIMA and high-profile researchers, as well as leveraging the strong pedigree of Brain Power’s people and technology, Brain Power can generate a significant amount of awareness, interest, and demand for their educational assistive technology in Mexico and beyond.