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## Company Background

- Medigate is a cybersecurity and inventory management company that focuses in the healthcare sector, specifically in hospital IoMT devices
- Founded in 2018, the company has approx. 60 employees as of the end of 2019 with offices in Israel and USA
- The company currently has customers in the USA and is looking to enter new markets in Europe and Asia Pacific region

## Project Objective

- To develop a go-to-market strategy to enter non-US markets with a focus on Europe



## Analysis and Recommendation

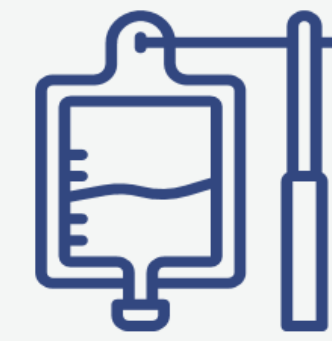
Our team took the following 3-step approach to address the questions to answer - why / where / how to penetrate the EU market.

### Mapped EU market landscape and estimated worldwide TAM

- The EU market is a whole larger than the USA, but the challenge lies in the different regulations and market structure in each respective countries
- The growth driver is the number of hospital beds and number of IoMT devices connected to the network. The Total Addressable Market (TAM) will be derived from the price that Medigate decides to charge

Total number of beds : 2,482,209

- Germany : 661,448 beds
- France : 399,865 beds
- Spain : 138,511 beds
- Italy : 192,548 beds
- United Kingdom : 167,589 beds



Approximately 5 medical devices per bed

Price Data:

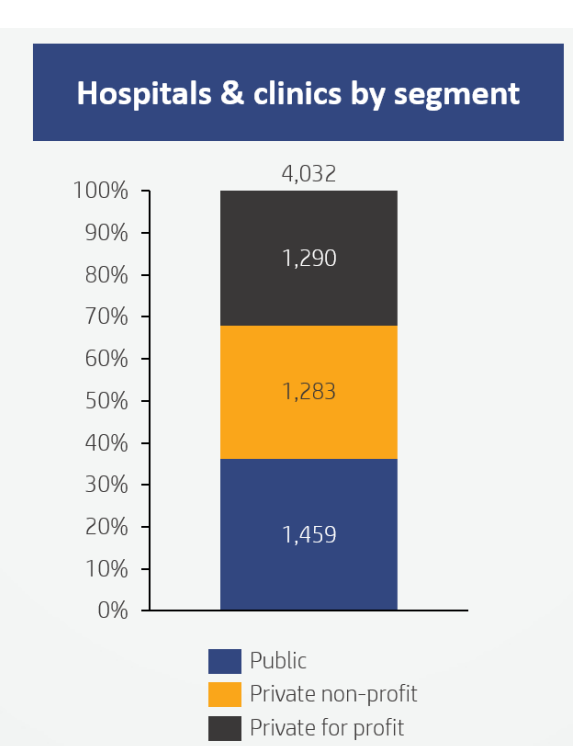
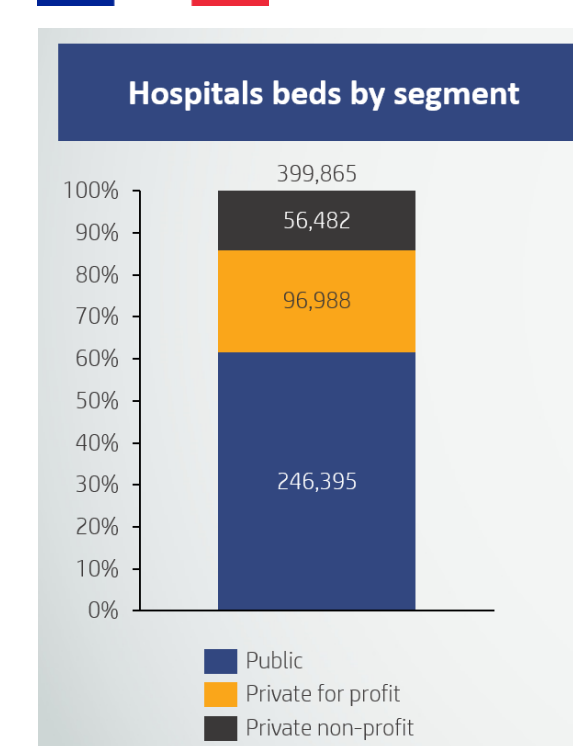
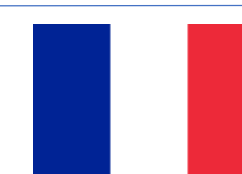
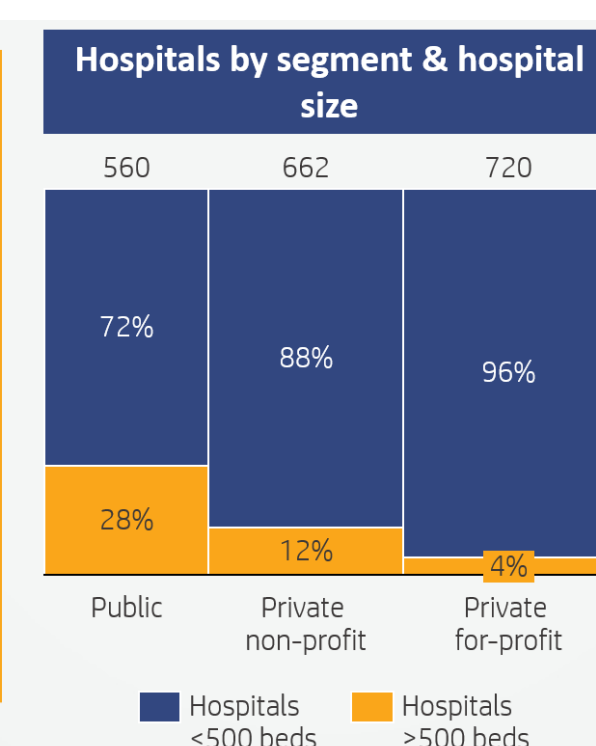
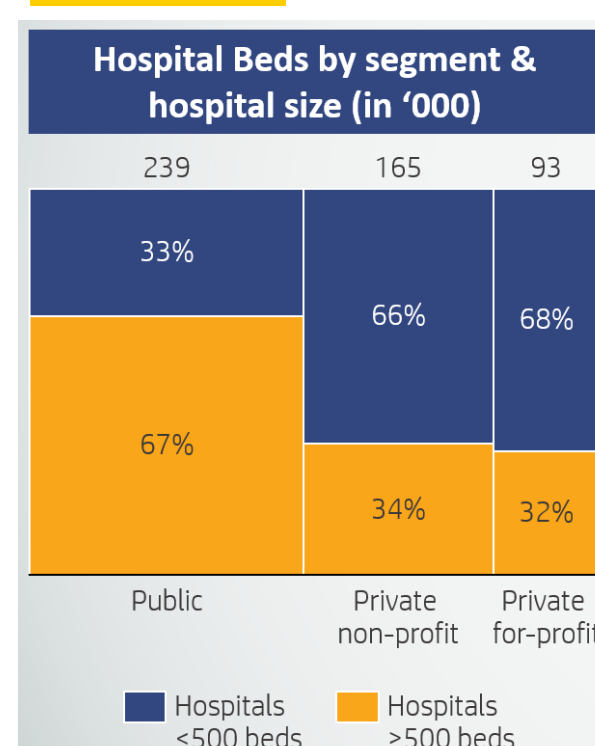
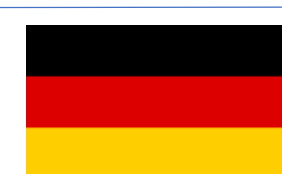
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Total EU Market Size:  
~ # of beds x price x connected devices

### Derived a prioritized list of country markets to enter

- To determine which market is the most ideal, we considered the TAM in each of the region and competitive landscape.
- Throughout our research we identified that Germany and France serve as a solid starting point to enter the EU market
- Derived the go-to-market strategy that focuses on Germany and France.



### Identified key healthcare stakeholders & regulation

- The healthcare market in the EU is highly fragmented between public, private for-profit, and non-profit hospitals as well as separate governing bodies in each country
- Identified key beach head customers to solidify market presence
- Medigate needs to navigate the regulations, the GDPR, carefully in order to sell into the EU markets

## EU: regulatory landscape - GDPR

- Regulates the processing by an individual, a company or an organisation of personal data relating to individuals in the EU.
- Imposes fines of up to €20'000'000 or 4% of annual turnover – in case of breaches the amount to be payed is determined by the adherence of a company to the 7 GDPR principles
  - Lawfulness, fairness and transparency** — Processing must be lawful, fair, and transparent to the data subject.
  - Purpose limitation** — You must process data for the legitimate purposes specified explicitly to the data subject when you collected it.
  - Data minimization** — You should collect and process only as much data as absolutely necessary for the purposes specified.
  - Accuracy** — You must keep personal data accurate and up to date.
  - Storage limitation** — You may only store personally identifying data for as long as necessary for the specified purpose.
  - Integrity and confidentiality** — Processing must be done in such a way as to ensure appropriate security, integrity, and confidentiality
  - Accountability** — The data controller is responsible for being able to demonstrate GDPR compliance with all of these principles.

Principles that could be compromised in an attack