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.

- 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

- 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.

- 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