

## Call for Tender: Market Study on the US MedTech Industry

October 23<sup>rd</sup> 2018

To whom it may concern,

Following German law [VOL/A (Vergabe- und Vertragsordnung für Leistungen), Teil A] we are calling for tender based on the detailed description below. We request you to submit a binding offer for the production of a market study on the United States MedTech industry. The aforementioned study will be produced for unlimited use and can be disseminated to all interested companies, i.e. become a public document.

### Submission of offers:

The deadline for submitting your offer including all requested documents ends on

**Thursday, November 15<sup>th</sup> 2018.**

Please submit all offer documents electronically to the following e-mail address:

[niemann@lifesciencenord.de](mailto:niemann@lifesciencenord.de).

Incomplete offers or those submitted after November 15<sup>th</sup> 2018 cannot be considered.

The **maximum budget for the market study is 7.000€ including VAT**. This budget cannot be surpassed. The study has to be written in English.

The following documents need to be submitted:

- Binding offer document, stating
  - the price of the service
  - the approximate length of the study (number of words)
  - the delivery date
  - estimated number of hours needed for the production of the study
  - the delivery format (i.e. formatted PDF document, formatted Microsoft Word document etc.)
  - the payment terms
  - the main topics, that the study will touch upon
- A preliminary table of contents
  - the table of contents of the final study may vary slightly from the first draft but should give a clear indication of your concept and the service you are offering
- A list of similar studies produced in the past (examples could be similar studies, cooperation with distributors and clinics, collaboration with other MedTech relevant companies). Submitting a short excerpt is a plus
- Self-declaration exclusion criteria



**Decisive criteria:**

This section will provide a clear indication on the decisive factors, specifically the priorities we have set for this market study.

The following aspects will be taken into consideration:

- Content -> based on preliminary table of contents (50%)
- Level of detail (20%)
- References (20%)
- Industry insights (10%)

The offer with the most fitting content structure will receive 50 points overall. All other offers will be rated in relation to said offer.

The level of detail will receive a maximum of 20 points, bearing in mind that the level of detail should support the overall content structure.

The references will also receive a maximum of 20 points. The list should be focused on projects directly related to the MedTech sector.

Additionally, 10 points will be awarded for industry insights. This can encompass, but is not limited to, insights on what clinics are suitable for trials, the process of choosing a distributor, current trends in sales structures etc.

**Acceptance and commitment period:**

The acceptance and commitment period ends on November 21<sup>st</sup> 2018. All offers should be valid until that date. On November 21<sup>st</sup> 2018 you will get a feedback from Life Science Nord on whether or not you bid was successful.

**Next Steps:**

A written feedback from Life Science Nord will be given by November 21<sup>st</sup>. The decision-making will be based on the criteria stated above and is supposed to provide the best possible service for the allotted budget (most-economical offer).

The market study has to be completed and submitted by January 31<sup>st</sup> 2018.

**Contact:**

For any questions regarding the requested documents or the tender process, please contact:

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### **Description of service:**

The market study is part of the EU-funded project [MAGIA – MedTech Alliance for Global InternAtionalisation](#). It is designed to assist small and medium-sized enterprises (SMEs) from the Life Science Clusters BioPMed/ Italy, BioWin/ Belgium, Lyonbiopole/ France and Life Science Nord/ Germany with their internationalization endeavors. As most of these SMEs are fairly unexperienced with the US market, the study should provide a holistic overview on the market and should enable companies to make a first assessment of their individual options in the US market.

Prior to this tender, we have carried out a survey in all four clusters to identify the main areas of interest, both geographically and topic-wise. The US has been selected as a potential market of entry, due to the large number of participants who have indicated an interest. We have identified the following main therapeutic areas of interest: cardiovascular, dentistry, oncology, and orthopedics. As the MedTech industry is a relatively broad field, we would like to ask you to focus on medical devices.

We expect the following three pillars to be the essential components of the market study:

- 1.) General market overview
- 2.) Regulatory affairs (especially the pathway towards an FDA registration)
- 3.) Market access (how and where to enter the market, how to find distributors etc.)

Contributions surpassing these three pillars will strengthen the position of your bid and will act as a USP.

The report needs to be completed and submitted by January 31<sup>st</sup> . The report should be submitted electronically. Life Science Nord will be available for phone conferences if further specifications on timeline or delivery are needed.

The MAGIA project partners BioPMed, BioWin, Lyonbiopole, and Life Science Nord will reserve the unlimited rights to this study.