



# SLA Trade Mission to Indiana

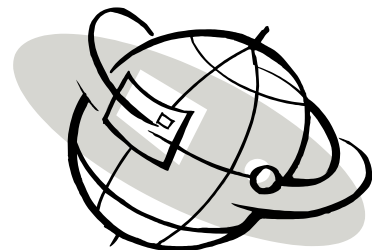
## So How Did This Effort Go?

### The Plan

The effort began in earnest on January 17th with the objective of preparing for the arrival of the third Scottish Lifesciences Trade Mission to Indiana. The anticipated delegation arrival date was planned for May 4th. This inbound group included many returning from the prior year along with three new companies.

“We had our biggest group yet over to Indiana last year, and the deals (between Scottish and Indiana companies) are getting done. Scottish companies are looking to expand into the U.S. through partnerships, and this enticed more companies to plan to make the trip this May,” said Scott Johnstone, CEO, SLA.

The year’s three new companies included in the lineup were: Ideagen, which provides software and services to companies that operate in highly regulated industries such as life sciences and healthcare; Alba Science, a contract research organization that specializes in designing and conducting safety and efficacy testing for consumer markets worldwide; and



Microbira a start up with a unique spectral database for microbiology laboratories from technology developed at McGill University in Canada leveraging the Thermo FTIR platform.

Those returning companies included: Beneox, which is looking for contract manufacturing and pharmacy distribution partners for its sleep supplement; Cellexus, which is looking for investors and a US sales partner for it’s single-use, airlift bioreactor systems; Cohesion Medical, a digital health company seeking connections with specialty clinical practices/hospitals and life sciences companies with interest in data driven research solutions;

CompliancePath, which is looking for clients for its regulatory compliance and quality management services; Promedim also looking for clients for its 24/7/365 Medical Monitoring for Clinical Trials cloud-based technology along with medical specialists providing comprehensive oversight for clinical trials; Entrust, a recruitment agency specializing in life sciences and scientific roles, that is looking to forge partnerships with life science-specific staffing firms; and Green Cross Medico, looking for distribution opportunities for its medical innovations.

Planning began in earnest for specific meetings with prospective organizations on May 6th and 7th.

<u>REACH METRICS</u>	
Network Connections	61
Emails	351
Meetings	65
Virtual Meetings/Intros	11

## The Plan (Continued)

And, then...the COVID-19 Global Pandemic began with global lockdowns taking shape Mid-March...So what do we do now?

We pivot...We decided to begin having conversation about sharing introductions via virtual meetings to determine where that could make sense.



*“One of the major keys to success is to KEEP MOVING FORWARD on the journey, making the best of the detours and interruptions, turning adversity into advantage”*

*John C. Maxwell*

## The Pivot

Once determining the pivot approach in March and beginning the conversations about the potential business value of continuing the engagement, virtual meetings and introductions occurred for five of the nine organizations. This does not include a new business model, fs24 – Field

Service 24 launched by Promedim during the month of May. This effort will be shared separately in the next section since it is a completely new company launched late in the effort.

also distinct possibility to re-engage several of the organizations once they can again focus, and determine how their needs have evolved.

Going forward, there is

## fs24 – Field Service 24 – A New Model

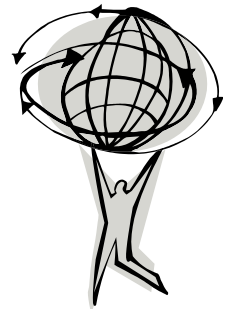
Our Promedim Team landed on a new market opportunity as a result of a casual conversation with a local Glasgow Diagnostics company. The expressed need was for help with managing field engineering work volumes. Assigning work was happening through emails and texts that had worked prior to COVID-19, however the stress of these circumstances along with the barriers in travel and being on site created a highly complicated operating environment.

Hugh, Phil and the Team decided they could leverage the Promedim Architecture to solve this business problem as all of the elements are quite similar with one distinction, the need for a “first person presence” or AR/VR to enable the engineer to “see” the device/diagnostic equipment when traveling to a location is not feasible.

developed the Google Glass Product into a commercially viable offering, and the potential for these organizations to consider working together to address the field service engineering market needs became clear.

As a result, a virtual introduction occurred, and a dialogue began.

A local Indiana Firm, Hodei Technology



## Reach Metrics – By Company

Compliance Path/Promedim		Entrust People, Ltd		Green Cross Medico	
Network Connections	13	Network Connections	6	Network Connections	7
Emails	78	Emails	30	Emails	43
Meetings	17	Meetings	3	Meetings	7
Virtual Meetings/Intros	3	Virtual Meetings/Intros	1	Virtual Meetings/Intros	
Ideagen		Alba Science		Collagen Solutions	
Network Connections	3	Network Connections	16	Network Connections	5
Emails	7	Emails	81	Emails	14
Meetings	3	Meetings	9	Meetings	3
Virtual Meetings/Intros		Virtual Meetings/Intros		Virtual Meetings/Intros	1
Cellexus		Microbira		fs24 – Field Service 24	
Network Connections	1	Network Connections	6	Network Connections	15
Emails	11	Emails	9	Emails	75
Meetings	3	Meetings	2	Meetings	18
Virtual Meetings/Intros	1	Virtual Meetings/Intros	1	Virtual Meetings/Intros	4