

ACME Consulting – Strategic Growth Deck



Specialization: Medical Device Consulting

Focus Areas: Demand Gen • New Market Entry • Pricing • Positioning • ABM • Partnerships

Accelerating Med-Device Growth through Strategy, Compliance & Commercial Excellence

Concept to Commercialization

ACME Consulting helps med-device innovators move from concept to commercialization.

Deep Expertise

Deep expertise in regulatory, pricing, and GTM strategy.

Growth Partner

Positioned as the "growth partner" for emerging and mid-market med-device firms.

Tone: Credible • Confident • Data-driven.

Market Context & Signals

Trends:

- Digital transformation of devices → new compliance demands.
- Shift toward outcomes-based reimbursement.
- APAC med-tech spend growing > 8 % YoY.
- EU MDR complexity driving need for expert partners.

Opportunity: Consulting firms able to bridge **regulatory + commercial** gaps are in demand.

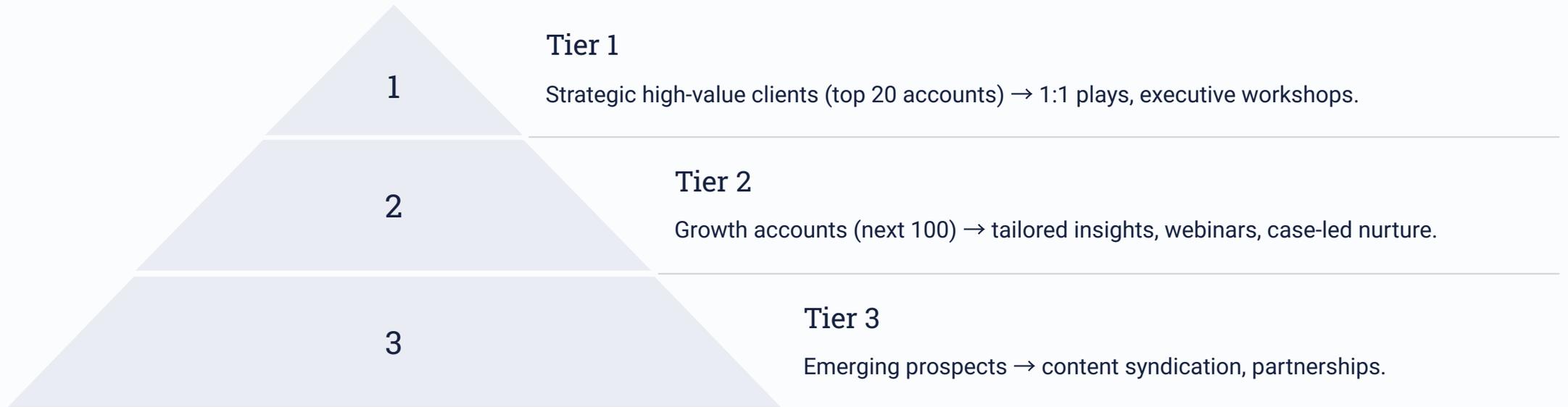


Ideal Client Profiles (ICP)

Segment	Description	Key Needs	Buying Committee
Emerging Med-Device Start-ups	Pre-commercial, Series A–C	Regulatory pathway, GTM, funding validation	CEO, CTO, Head of Reg Affairs
Mid-Sized Manufacturers	\$50–250 M rev	Market expansion, pricing, channel dev	VP Sales, Marketing, Finance
Established Enterprises	Global, diversified	Portfolio optimization, compliance audit	BU GM, Strategy VP



ABM Framework



Plays: "Regulatory Fast-Track Diagnostic," "Global Market Readiness Audit."

Positioning Statement

"ACME Consulting enables med-device innovators to accelerate safe, compliant, and profitable growth across global markets."

Value Pillars:



Regulatory Mastery

FDA, CE, APAC approvals simplified.



Commercial Precision

Data-driven market entry & pricing.

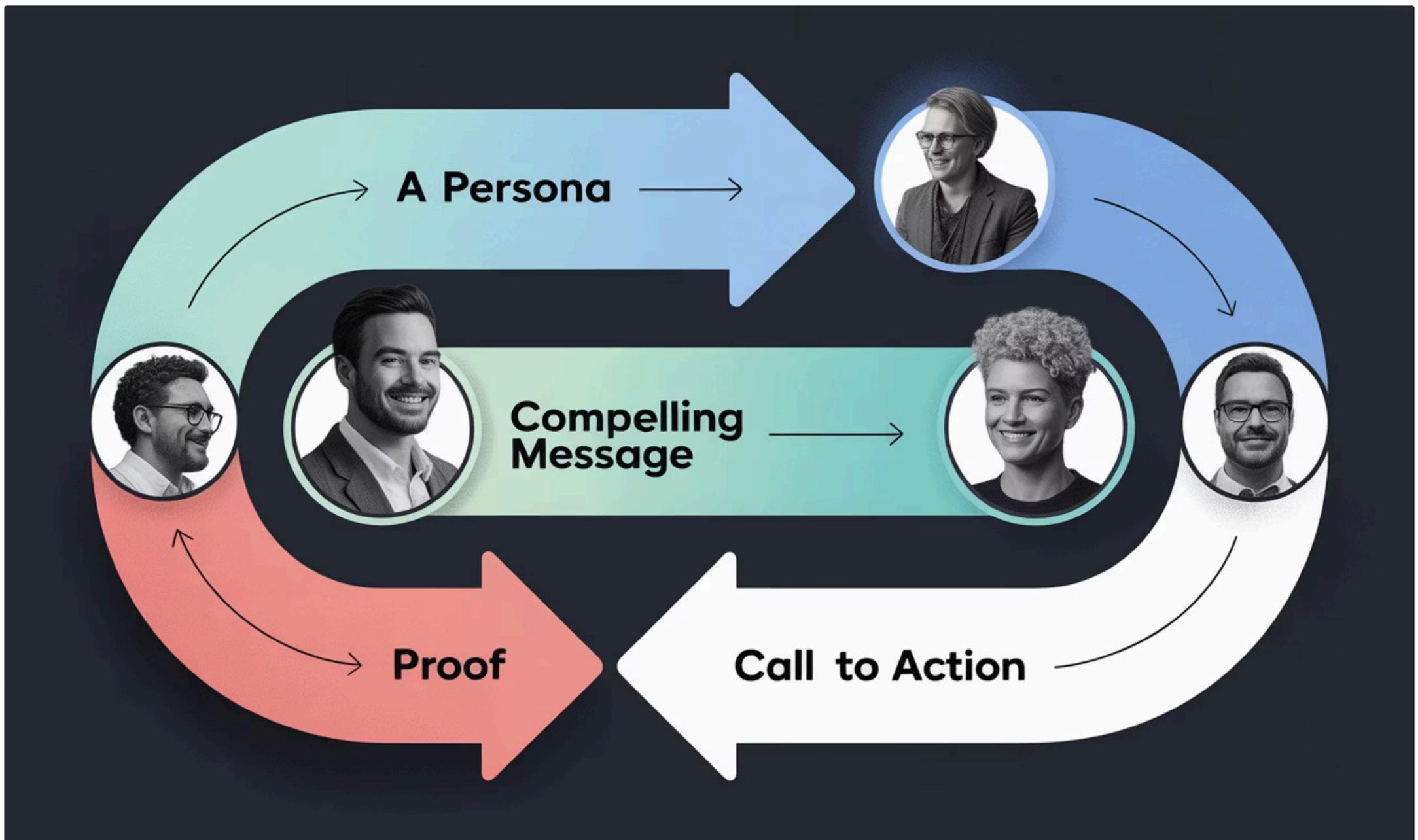


Sustained Growth

Channel, partner, and post-market success.

Messaging Framework

Audience	Core Message	Proof Point	CTA
Founders & CEOs	"De-risk your device launch."	80 % client success in first FDA submission.Book a strategy consult.	Book a strategy consult.
Product Leads	"Accelerate market clearance."	Proven MDR compliance playbook.	Request free audit.
Investors	"Back compliant innovation."	Case studies with ROI > 3x.	Download insight report.



Demand-Gen Playbook (90-Day)

Campaign Pillars:

01

Insight Leadership

Publish "State of Med-Device Expansion 2025."

03

Targeted ABM Ads

LinkedIn + Google for ICPs.

02

Regulatory Readiness Webinars

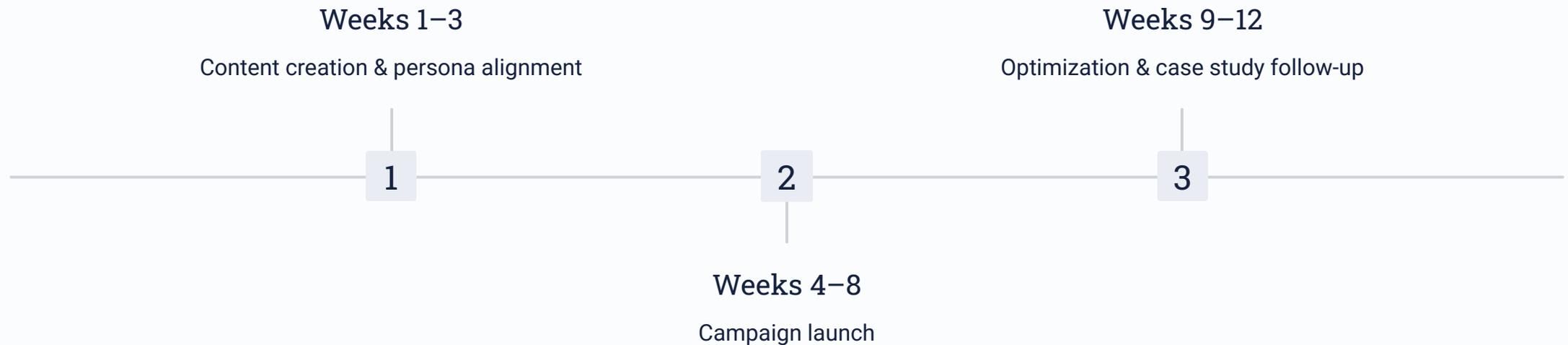
FDA/MDR prep with Q&A.

04

Referral Network Program

Co-marketing with partners.

Timeline:





Channel & Partner Strategy

Partner Types:

- Regulatory software vendors (SaaS platforms)
- CROs & Testing labs
- Investment banks (funding advisory)
- Regional distributors (EU, APAC)

Co-Marketing Tactics:

Joint webinars • Case exchanges • Thought leadership • Referral fees

Pricing & Packaging Model

Tier	Package	Target Client	Deliverables	Price Range (USD)
Essentials	Compliance Starter	Start-ups	Regulatory audit + market readiness report	\$15 – 25 K
Growth	Market Launch Suite	Mid-size	GTM plan + pricing model + training	\$40 – 60 K
Enterprise	Expansion Catalyst	Global	Multi-region entry + partner program setup	\$75 – 120 K

Highlight "Growth Suite" as the recommended option for mid-sized manufacturers.

New Market Entry Roadmap

EU Focus:

- MDR readiness → Q1
- Strategic alliances → Q2
- Local pricing studies → Q3

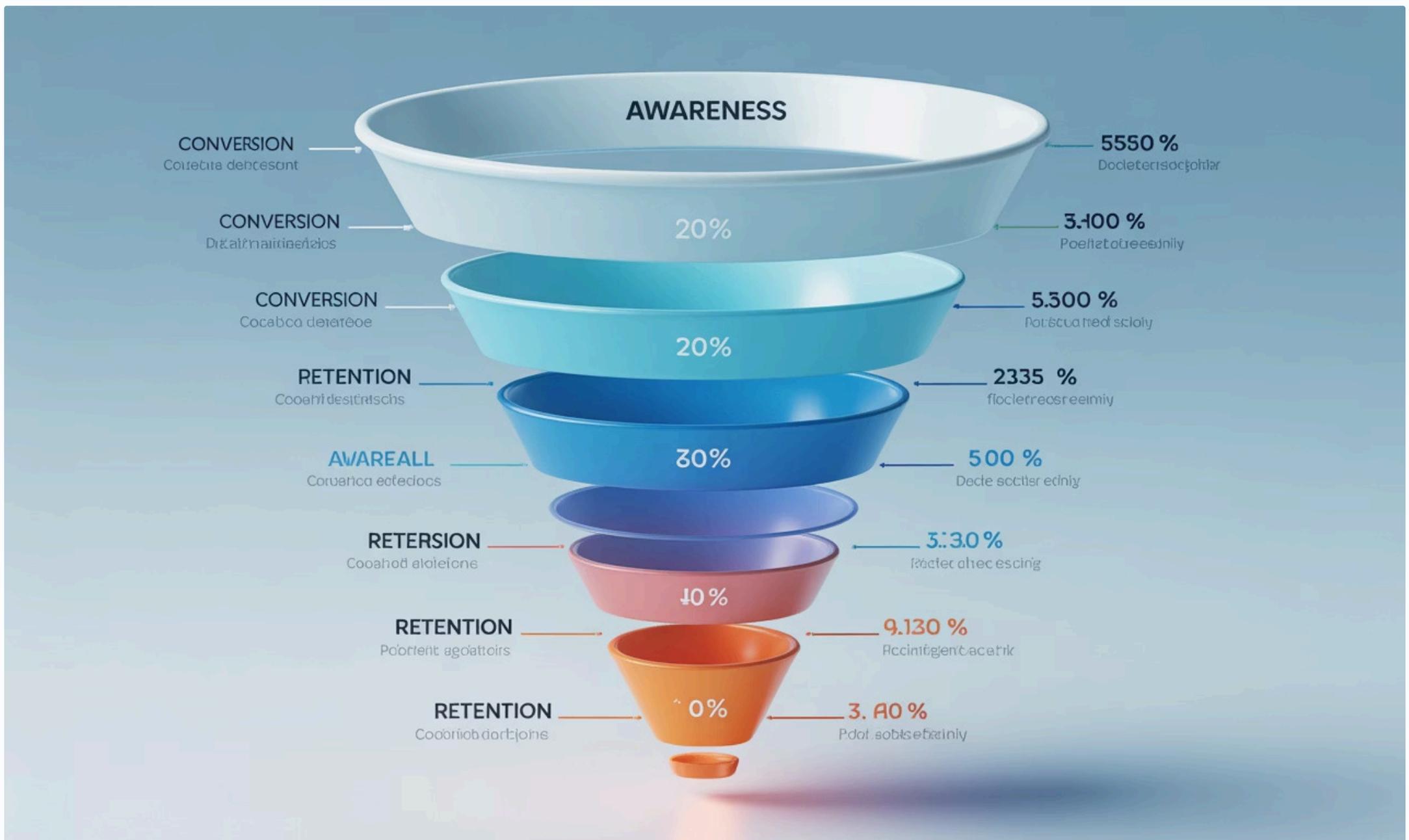
APAC Focus:

- Identify Japan & Singapore as beachheads.
- Partner with local reg consultants.
- Phase 2: China & India market pilot.



KPIs & Success Metrics

Funnel Stage	KPI	Target	Source
Awareness	Website traffic ↑ 30 % QoQ	15 K visits	GA4 / LinkedIn
Engagement	Webinar sign-ups	500 / quarter	HubSpot
Conversion	New client contracts	+10 %	CRM
Retention	Repeat engagement rate	75 % annual	Finance DB



Next Steps

- 1 Finalize pricing tiers & legal templates.
- 2 Launch Q1 Demand-Gen campaign.
- 3 Recruit 2–3 regional channel partners (EU + APAC).
- 4 Build client case library for social proof.
- 5 Establish monthly KPI dashboard cadence.



Partner with ACME to bring your device
to market – faster, safer, smarter.