

US & CANADA BUSINESS DEVELOPMENT AND MARKET ENTRY

AmReach

Your next chapter in North America.

Find customers. Build partnerships.
Move growth opportunities forward.

INDIA TO NORTH AMERICA

Life sciences. Healthcare. Commercial growth.

Defined services for Indian pharma, biotech, medtech,
healthtech, CRO, CDMO and healthcare service companies.

START WITH THE BUSINESS NEED

Seven services. One clear next step.

Choose a focused assignment or a continuing programme. Start with one offering, one priority buyer group and one target country.

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|-----------|---|-----------|
| 01 | US Customer Development Programme
Build a structured route to relevant US buying conversations. | 03 |
| 02 | Distributor & Commercial Partner Search
Identify candidates worth contacting, then test interest. | 04 |
| 03 | Conference Partnering Campaign
Turn event attendance into a focused commercial campaign. | 05 |
| 04 | North America Sales-Readiness Pack
Equip your team with a buyer-focused story and materials. | 06 |
| 05 | Market Entry Decision Sprint
Decide whether to enter, prepare further or defer. | 06 |
| 06 | Fractional North America BD Desk
Add continuing senior BD capacity around an agreed pipeline. | 07 |
| 07 | Biotech Licensing Partnering Programme
Prepare a credible asset story and pursue relevant licensees. | 07 |

US first. Canada by fit. Country-specific buyers, channels and entry requirements are considered separately. The scope is agreed before work begins.

01 / FIND US CUSTOMERS

Build a route to your next US customer.

A 90-day customer-development programme for companies with a credible offering, relevant delivery capabilities and the commitment to pursue a defined US segment.

BEST SUITED TO

Specialist CROs, CDMOs, life-sciences service firms and healthcare technology companies with a demonstrable offer.

WHAT YOU RECEIVE

- **Focused targeting:** one ideal-customer profile and a researched universe of up to 60 target accounts.
- **Relevant buying roles:** contact research and account priorities based on fit, need and available evidence.
- **Buyer-focused messaging:** a proposition review and three tailored outreach sequences.
- **Campaign execution:** outreach, response handling and structured follow-up within the agreed programme.
- **Meeting preparation:** context, questions and handover support for suitable conversations.
- **Pipeline visibility:** a shared opportunity tracker and fortnightly progress reviews.

The output: a prioritised account base, a documented campaign and a visible pipeline of responses, conversations and next actions.

A qualified opportunity requires relevant company fit, an appropriate stakeholder and a plausible need or evaluation interest. Sales outcomes remain dependent on buyer decisions and the strength of your offer.

[Discuss Customer Development](#)


02 / FIND COMMERCIAL PARTNERS

Know who deserves the first conversation.

A product-specific search for distributors, commercialisation partners, resellers or strategic collaborators in one agreed US or Canadian market.

BEST SUITED TO

Export-ready medical-device, diagnostics and healthcare product companies with a clear product, credible evidence and a workable supply plan.

STAGE 1

Search & prioritise

- Define product, channel and partner requirements.
- Research up to 20 candidate organisations.
- Develop 8-10 detailed profiles where the market supports that number.
- Assess portfolio fit, channel relevance, conflicts and capability gaps.
- Deliver a shortlist, evidence notes and a management review.

STAGE 2

Contact & qualify

- Contact up to 10 client-approved candidates.
- Present the agreed non-confidential proposition.
- Record interest, objections and capability responses.
- Coordinate appropriate introductory discussions.
- Document next steps and further diligence needs.

Two separately scoped assignments. The shortlist is a research product. The contact phase tests interest; deeper commercial, operational or regulatory diligence can follow when appropriate.

A candidate is not an interested or verified partner until the relevant conversations and checks have taken place. A distribution agreement is not guaranteed.

[Discuss a Partner Search](#)


03 / MAKE YOUR NEXT EVENT COUNT

Arrive with a purpose. Leave with next steps.

One event. One commercial objective. A coordinated campaign before, during and after the meeting calendar fills.

BEST SUITED TO

Indian companies attending BIO, JPM Week or relevant device, diagnostics and outsourcing events, with a defined customer or partner objective.

BEFORE

Prioritise the right counterparties

Research up to 40 targets. Review the company profile and non-confidential teaser. Prepare meeting requests and support scheduling.

DURING

Prepare for the conversations

Create preparation briefs for up to eight confirmed meetings, covering the counterparty, potential fit, key questions and desired next step.

AFTER

Keep useful discussions moving

Run an agreed follow-up window. Organise meeting outputs, coordinate next actions and provide an opportunity report.

Typical scope: one event, one objective, an agreed target set and a defined campaign window. Event access, travel and on-site representation are scoped separately.

[Discuss Event Partnering](#)


BUILD A STRONGER STARTING POINT

Sharpen the proposition. Make the entry decision.

04 / NORTH AMERICA SALES-READINESS PACK

Make your buying case clear.

For companies whose existing materials explain what they do but do not yet make a compelling case for a North American buyer or partner.

- One buyer-specific value proposition.
- One 10-12-slide capability or partnering presentation.
- One two-page non-confidential company or offering profile.
- Three outreach templates and one objection-handling FAQ.
- Two consolidated revision rounds.

OUTPUT A coordinated, editable set of materials your team can use in outreach and meetings.

05 / MARKET ENTRY DECISION SPRINT

Enter, prepare further or defer?

A focused assessment for one product or service, one country and one priority segment, delivered in an agreed two-week window after complete inputs.

- Buyer, channel and competitor landscape.
- Commercial-readiness gaps and key entry assumptions.
- Regulatory, evidence and reimbursement questions for specialist resolution.
- Recommended entry route, decision brief and one management review.

Use independently or before outreach. Ready companies can proceed directly to execution; companies with material gaps can address them first.

SPECIALIST CAPACITY AS YOUR NEEDS GROW

Keep the pipeline moving. Advance the right partnerships.

06 / FRACTIONAL NORTH AMERICA BD DESK

Add capacity without a full-time hire.

For companies with an active pipeline that need continuing senior business-development support and consistent follow-through.

- Reserved monthly capacity from an agreed BD lead.
- Management of a defined active-account portfolio.
- Opportunity follow-up, proposal coordination and meeting support.
- Pipeline reporting and a monthly leadership review.

Typical scope: a defined number of days, accounts and workstreams. Often follows a successful initial assignment.

07 / BIOTECH LICENSING PARTNERING PROGRAMME

Build a credible path to relevant licensees.

A selective, asset-specific programme for biotech companies with a defined licensing objective and an evidence package suitable for partner evaluation.

- A non-confidential asset profile and partner-fit thesis.
- Up to 25 prioritised potential licensees with a fit rationale.
- Outreach materials and a review of evidence gaps.
- A separately scoped outreach and opportunity-management phase.

Scientific and licensing fit comes first. Specialist support is agreed for the mandate. Fundraising and transaction execution are outside the standard scope.

YOUR NEXT STEP

Start with one priority. Build a route forward.

Tell us what you offer, who you want to reach and what you want to achieve. We will identify the most suitable starting assignment and the inputs needed to begin.

01 Check the fit

A brief, non-confidential conversation about your offering, readiness and commercial objective.

02 Define the assignment

Agree the country, audience, deliverables, responsibilities and timeline before work begins.

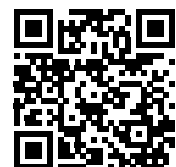
03 Execute and review

Track the work, evaluate responses and decide which opportunities deserve the next investment.

START WITH A NON-CONFIDENTIAL BRIEF

Discuss your North America priority.

Discuss Your Priority



Explore AmReach

Scope and suitability are confirmed for each assignment. Commercial results depend on market response and client readiness. Specialist regulatory, legal and reimbursement work is scoped separately where required.