

## EXECUTIVE MEMORANDUM

**Date:** November 15, 2019  
**To:** Claudiu Leverenz, CEO & Co-Founder of munevo  
**From:** St. Thomas Aquinas College  
**Subject:** Analysis and Recommendations for munevo

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After researching and analyzing the munevo DRIVE product, our team at St. Thomas Aquinas College believes that munevo can successfully break into the United States medical market, which is growing by at least 2 million new wheelchair users every year. munevo DRIVE's entry into this country's market will make a tremendous difference in the quality of life of those suffering from spinal cord diseases and injuries, as well as boost the company's profile and profits.

Currently, munevo is facing challenges while trying to enter the United States market due to the different healthcare system in the United States versus the rest of the world, as well as difficulties establishing a foothold in the United States healthcare market. In order to overcome these challenges, our team has proposed solutions based on our in-depth research. We recommend partnering with key research institutions, rehabilitation centers and distributors to efficiently enter the U.S. healthcare market. We assess the ability for munevo DRIVE to be reimbursed by insurance and recommend a market strategy to penetrate the market.

Our research indicates that the global wheelchair market is expected to grow at a compound annual growth rate of approximately 5.6% from forecast period 2019 to 2026 and reach the market value of over \$6 billion by 2026. In order to enter the market, our team recommends that munevo work with research institutions, who can trial and increase engagement with your product and determine which patients are best fit for the munevo DRIVE.

The United States has many large research institutions that focus on spinal cord injuries and diseases which require the use of power wheelchairs. We recommend partnerships with Johns Hopkins Hospital, New York-Presbyterian University Hospital of Columbia and Cornell, and UCSF Medical Center. Partnering with key research institutions will help to get the munevo DRIVE in the U.S. healthcare system quickly and efficiently.

In addition to research institutions, we suggest that you partner with spinal rehabilitation centers, such as Helen Hayes Hospital Center for Rehabilitation Technology. By working directly with spinal rehabilitation centers, your product can positively affect people in the most need of the munevo DRIVE. Our team recommends that you associate with Level 1 trauma centers, as these trauma centers are major sources of education and research for spinal injuries. It is in these Level 1 trauma centers where doctors and nurses care for patients with severe spinal injuries.

Our team suggests that you partner with various distributors, including: Mercury Medical, BG Medical, and Community Health Ventures. These distributors focus on bringing

innovative medical products to the market. Since they are well established, becoming allies with these distributors will allow quicker access into the United States healthcare market. Distributors work directly with hospitals, research institutions, and rehabilitation centers, so having that connection will be crucial to enter the U.S. healthcare market.

Joining advocacy and trade organizations like AdvaMed and the Medical Device Manufacturers Association could give munevo a leg up with competitors, as these organizations provide both educational and advocacy assistance to innovative and entrepreneurial medical technology companies.

To address the challenges of penetrating the U.S. market and consumer cost, we recommend partnering with various organizations that provide donations and mobility aid to individuals in need. One example would be to partner with the Christopher and Dana Reeve Foundation. This foundation helps support research in the development of effective treatments and a cure for paralysis caused by spinal cord injuries.

The Food and Drug Administration classifies medical devices as 510(K) exempt, which means that munevo would not need to provide evidence that the product is safe and effective before the product gets commercialized; however, they still need to meet the registration and listing, corrections and removals, labeling, and good manufacturing practices requirements.

Similarly, in order for medical innovations to get reimbursed by insurance, the company needs to prove that the munevo DRIVE will solve a real clinical problem, reduce overall costs and/or improve quality of life. It is important to consult the insurance company before conducting a study, so the proper endpoints are made aware and the study can be tailored to exemplify those results. In order to fulfill this desire, munevo could partner with a United States research institution, perform a clinical trial, and show that the patient's quality of life has improved, hence an improved outcome.

Insurance companies want to verify that their product is at the utmost necessity to the patient to reduce frivolous claims. In this case, our team recommends that munevo DRIVE develop a set of requirements in which patients need to qualify for in order to receive the munevo DRIVE. It is also important to note that for Medicare to cover your product, it is crucial to include patients over the age of 65 in your studies.

Furthermore, our team recommends your company should emphasize marketing through social media. When entering the U.S. market, there is a language barrier for consumers. An expansion in social media would boost consumer awareness tenfold. We recommend a change of direction to English posts as it is a universal language and can have more influence worldwide. In addition, munevo should implement the goal of becoming "verified" on all social media platforms, confirming these accounts are reliable sources.

Munevo DRIVE is a product that will significantly improve the quality of life of those suffering from spinal cord injuries and diseases. By following our partnership recommendations as well as marketing strategies, our team believes that munevo will become a well established company in the United States and a market leader.

## Appendix

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