From Strategy to Startup

WEBINAR 3 | FROM PHASE ZERO PLANNING TO PHASE ONE EXECUTION

Building the Team, Company, and Capital Behind a Medtech Innovation

Friday, November 6, 2026



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Meet the Panel



Brendon Pittman, MBA

Moderator

Market & Commercialization



Darryl Barnes, MD

Founder & Partner

Clinical Need & Innovation



Ted Dale

Consultant

Product Development



Ben Tramm, Esq.

Founder & Partner

Intellectual Property



Mark Gardner, MBA, Esq.

Founder & Managing Partner

FDA & Reimbursement



Jeff Steinle, Esq.

Shareholder, Fredrikson

Corporate & Financing

Experienced medtech operators and specialists, around the same table

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Where We Are in the Journey



PHASE ZERO

Setting Up for Success

WEBINARS 1 & 2



PHASE ONE

Structuring for Success

TODAY

PHASE TWO

Business Blueprint

AHEAD



PHASE THREE

Secure Funding & Plan for Launch

AHEAD

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Turning Strategy into Action

PHASE ZERO

The Plan

- ✓ Validated unmet need
- ✓ Solution concept
- ✓ IP, regulatory, clinical, reimbursement & commercial strategies

PHASE ONE

The Structure

- ✓ People & expertise
- ✓ Prototyping the product
- ✓ Company structure
- ✓ Space, systems & healthcare access
- ✓ Capital

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Building the Company

Establishing the right legal and business foundation



Entity & Governance

Choose the right structure and define roles



Ownership & Agreements

Equity, founder, employee and advisor terms



Intellectual Property

Protect it, and make sure the company owns it

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Building the Product

From concept through development toward commercialization

01



Concept

Refine the solution

02



Design & Prototype

Iterate with users

03



Design Controls & Quality

Build it right, document it

04



Regulatory & Clinical

Evidence for clearance

05



Manufacturing & Launch

Ready to scale

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Building the Team

Who you need, and when you need them

- **Engineering**
- **Quality**
- **Regulatory**
- **Clinical**
- **Reimbursement**
- **Legal & IP**
- **Commercial**
- **Investors**

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Raising Capital

Preparing the company and the story for investors

01

De-Risk

Retire the key clinical, technical and regulatory risks

02

Tell the Story

Need, market, solution and plan in one clear narrative

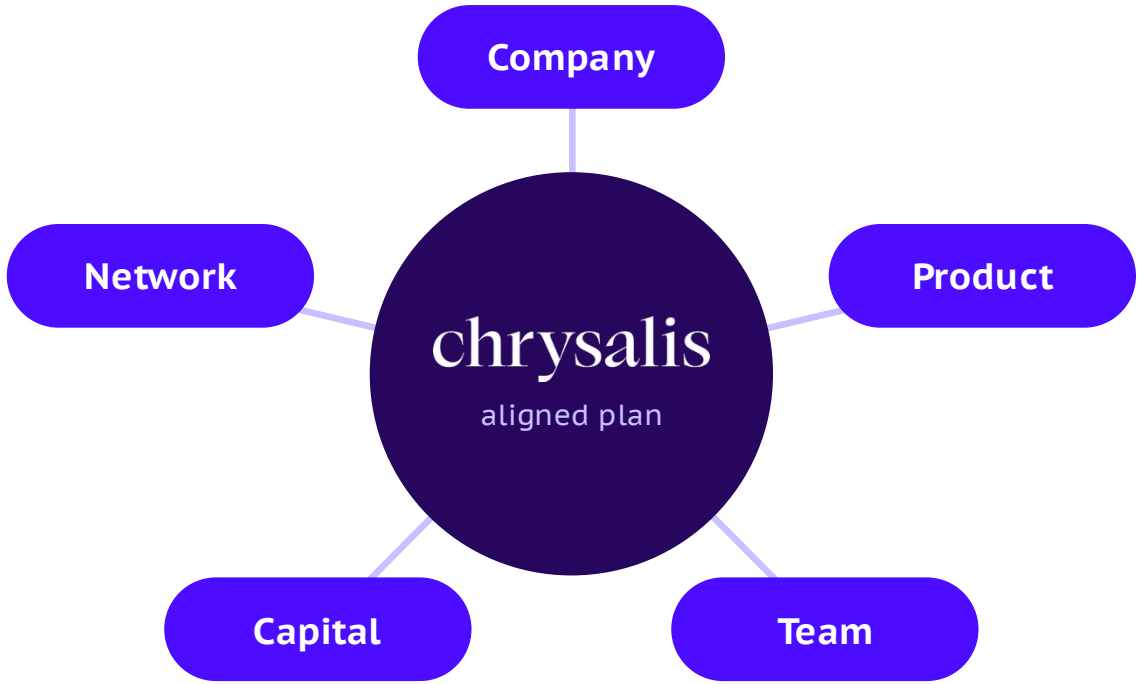
03

Structure the Raise

Clean company, right instrument, right investors

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The Network & Alignment



Building the Network

Find the people and resources that can help

Keeping Everyone Aligned

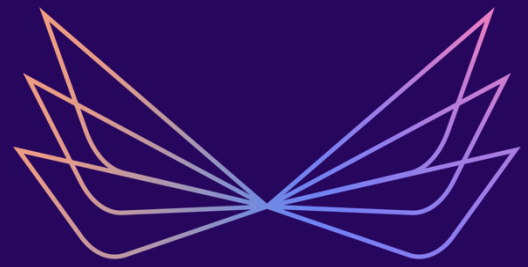
Make sure every workstream moves together

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Having the idea is hard. Building the company around it may be even harder.

You don't have to build it alone.



Questions

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