

How to StartUp in MedTech

100 Videos of hard earned insights and knowledge to help you succeed.
Organised by stage section and each video with a handy cheat sheet

1	So who am I and why should you listen to me?
2	What this course will do and won't do
3	Go big or go home - Have Big Ideas
4	A great idea doesn't mean a great business
5	Raising Money part1 - Seed Money
6	Building the early team (pick well)
7	Building early infrastructure
8	Create a Mission - Not just an idea
9	No Unique Positioning = No success
10	Start building your brand
11	You better understand Regulatory & Quality
12	Start to build a leadership team
13	Location Location Location
14	Help people see or feel the vision
15	Early Supporters and KOLs are critical
16	Forming the company - creating Equity
17	Early team of "Doers" - it ain't a big company
18	Understand why big companies can't startup
19	Work in Stages - have a staged plan
20	Burn is key - keep it as low as possible
21	Stay focused early on - avoid distractions
22	Secrets mean F'in secrets
23	Organise your data from day one
24	You need salesforce.com - yep seriously !!!
25	IP really understand it - not just "Patents"
26	Get organised on pre clinical data - IDEAL
27	Don't grow too fast - stick to the core
28	Raising money part 2 - Series A
29	In the A round - be smart in use of proceeds
30	Lofty goals of inflection points: FIM?

31	Have you thought about supply chain? Oh dear
32	CE vs FDA clearances - but which first and why
33	Take QA & RA deadly serious early on
34	Early commercialisation thoughts - don't hire
35	Choose your launch markets very carefully
36	Be compliant (especially with HCPs) early on
37	IDEAL - early evidence - pilot studies etc
38	Will it work clinically and be paid for?
39	Prepare to fail fast
40	Go / No Go ?!?
41	Raising money part 3 - Series B
42	Develop serious and credible commercial plans
43	Pick your channel - Direct vs Distributors
44	Picking great distribution partners
45	Plan to exit - or build a growing concern?
46	First thoughts on an exit strategy
47	Sales strategy and goals
48	So who is going to build your baby?
49	Supply chain again - part 2 - get organised
50	Gaining the magic regulatory clearances
51	Early sales are marketing: Go slow to go big
52	Grab all the money you can - when you can
53	Choosing investors VERY carefully
54	Early Boards vs Late Boards
55	Don't scale too fast - you are a small start up
56	Heroic Sales projections "It's a trap!"
57	Beware market research reports
58	Solid early commercialisation will win
59	Did you think your business model through?
60	United states - if you use ROW then watch out

61	OUS are you looking for the gold in the USA
62	Respect your competition - you are nothing
63	Don't lose the first mover advantage
64	Go Deep or Go Wide or Go Home
65	Early success & Early failure
66	Building the right management teams
67	The culture of the cult
68	Ask very tough questions - is it working?
69	Get ready for Series C - Pain train is coming
70	Raising money part 4 - Series C
71	Evidence based healthcare - Prove it
72	Marketing for commercial excellence
73	Expanding commercial teams in the right way
74	Going direct - watch outs
75	Germany is struggling - but France looks great
76	Strategy drives business - not opinion
77	Hiring people (start to finish of the company)
78	Stay a Start Up as long as possible
79	My HR Dos and Dont's - don't do surveys
80	Focus - Focus - Focus - Mission is the focus
81	Grow manufacturing ? Do you need it?
82	Arrogance is an utter killer of startups
83	Avoid the wilful amateurs nice but not helping
84	It's a business not a PhD research project
85	It will always take longer than you think
86	Forecasting is a delusion in startups
87	Greed & Fear are the big motivators
88	Series C never too early to exit but rare
89	Raising money part 5 - Series D and beyond
90	Raise money early - CEO's one goal in life

91	Start moving to scale up
92	You better have an exit strategy
93	Steady & Profitable growth beats the hero rush
94	Raising money part 6 - big money = use a bank
95	No one just knocks on your door to buy you
96	Arrogance will kill your exit
97	Plant a bidding war seed very early on
98	Don't celebrate too early
99	So what on earth could go wrong?
100	Have fun on the journey or don't do it
Summary	What were my main lessons learned

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