

MDi turns bright ideas into outstanding medical devices.

Since 2002 MDi has invested millions of pounds in the development of novel medical devices.

We are **the** medical devices progenitor company.



“The key to success is the rapid development and commercialisation of new technologies that either improve existing techniques or address new therapeutic areas.”



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The best way to predict the future ...

*... is to **invent** it.*

An Intellectual Property Management and Development Company

Large multinational device companies are formidable manufacturing, marketing and sales organisations. New product development however is rather more pragmatic, focussing on particular franchise areas and making incremental improvements to existing (or competing) products. Large device companies do not usually invest in early stage product research; it makes much more sense to grow their businesses by in-licensing marketed or late-stage development products and/or acquiring established companies.

So where do really new products come from?

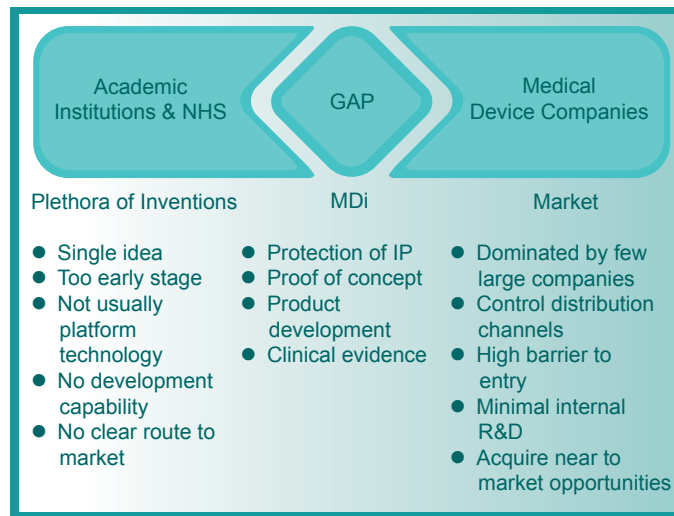
Many of the truly innovative products are conceived by the people who really know what's required – the clinicians. Unfortunately many of those ideas remain concepts in the minds of experts. There is no funding to take them forward, the clinician/inventor has a day job in the hospital caring for patients and the medical device companies cannot (or will not) act on just an idea ... until now!

MDi was specifically established to fund and develop pioneering products based on breakthrough technology. We fund all of the work and take all of the risk.

We also put more than money into the projects we take on. We have decades of experience, acquired in large and small companies, developing and launching products (from Class I to Class III) in Europe, the USA, and Asia. We understand all aspects of product development, patenting, regulatory affairs, manufacturing and commercialisation.

Once completed we then sell or license the product to large medical device companies to do what they do best ... to sell the product aggressively and reward all parties.

Of course we are very selective in what we take on: projects must be based on great science or insight, be patentable and must be directed at major market opportunities. Whilst we are not therapeutically constrained, we are focused on interventional medical devices, ... so if it is a diagnostic or consumer product, it is not for MDi.



MDi – How it Works

We are continually searching for great projects. We take an option over those opportunities that meet our criteria and then drive them through patenting, prototyping, in vitro, and clinical testing as required. We pay all the bills. We take all the risks.

Assuming the project advances on plan, we exercise our option (on transparent and pre-agreed terms), acquire the intellectual property and undertake all necessary development work to bring it to 'the door of the market'. If at any stage and for whatever reason the project does not move on as expected, we hand the whole development back to the inventor - including all of the conducted work, patents etc. - at no cost.

“ We like to involve the inventor throughout the project. It's not mandatory but for those who want to see their 'baby' nurtured to maturity it gives a great sense of ownership and achievement. ”

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Advantages of the MDi Approach

For the inventors and (where appropriate) their employers: we bring funding, experience in product development and a route to market. Since we take the project to the stage of a finished or semi-finished product the terms we are able to obtain from a licensee/acquirer are superior to those a lone inventor is ever likely to obtain. You know exactly how much you'll get paid and when. We make our minds up fast and drive projects at full speed (it's a competitive business so we can't afford to lose time). Your risk is greatly reduced. The worst case is that we hand the project back, together with all of our development work, at no cost.

For the medical device industry: we bring you novel projects that are ready to go. This means a complete and clean intellectual property package, design history file and experimental evidence of a product's effectiveness. Depending on the project it can also include tooling, trademarks and OEM manufacturing arrangements. Importantly we sort out all payment arrangements with inventors, which means that you only have to deal with one entity – us. We are experienced in deal negotiation and really are easy to do business with.

Next Steps

This leaflet can only give a brief insight into our work and vision. For more information please visit our website:

www.mdi-md.com

If you would like to learn more call us on +44 (0) 1925 607030 or email at mdi-info@mdi-md.com

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