



## The Business Development Team

Business intelligence expertly applied

SEHTA's Business Development Team provides high quality business intelligence and business development support to private sector companies and public sector bodies involved in the health technologies sector – biotechnology, diagnostics, medical devices and pharmaceuticals.





The Business Development Team has been created in response to increasing demand from SEHTA members for information and direct, practical business support.

With team members drawn from across the sector and region, SEHTA's Business Development Team can deliver first class expertise and support relevant to your business.

## Services offered

SEHTA's Business Development Team can provide the following support and advice:

- Fund-finding
- Business development, strategy and planning
- Technology assessment and valuation
- Bespoke business intelligence reports
- Objective appraisal of products, companies, markets, supply chains and benchmarking
- Project development, management, delivery and appraisal
- Global market trends
- Decision support
- Media analysis (news, web sites, blogs, newspaper articles, archives)
- Help finding new, temporary and permanent staff, including student placements

## How we work

The Business Development Team draws upon the expertise of individual, professional consultants from across the European and global health technologies community. Our consultants have technical and commercial expertise in pharmaceuticals, biotechnology, medical devices, diagnostics, and academia.

The team is led by The Chief Executive of SEHTA, who can draw upon the expertise of a core team of 20 professionals.

After an initial consultation, SEHTA will suggest a team with experience and capabilities matched to your company, sector or specific projects.

## Why use SEHTA's Business Development Team?

- A unique combination of business intelligence and people
- Extensive and in-depth knowledge and understanding of the sector – its companies, universities and public sector support
- Unparalleled access to information

## How we charge

After an initial free consultation, the Business Development Team agree a schedule of very competitive fees with the client.

We offer exceptional value because of our low overheads and our 'not-for-profit' ethos.

Any 'surplus' generated through the activities of the Business Development Team is re-invested in SEHTA to provide more free services to SEHTA members.



SEHTA is a not-for-profit company limited by guarantee and supported by SEEDA. Its primary aim is to identify the needs of industry and help meet those needs through a combination of subsidised services delivered through SEHTA and its partner organisations. SEHTA has almost 1,000 members from the public and private sectors.



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