



Ten Reasons Medical Device Companies Fail

A CFO's perspective

7th Annual International Symposium on
Technology in Medical Data and Devices
Calitz Auditorium, UCI

Let's start on same page

Definition of Failure

- 1) Webster: Lack of success
- 2) Poetic: Give something your all, but you fail in an epic blaze of glory
- 3) Banker: Out of cash; out of business
- 4) Mine: Start of learnings from mistakes

Ten Reasons

- 1) Tech in Search of a Problem to Solve**
- 2) Attracted the wrong investors**
- 3) A shrinking slice of the pie**
- 4) Worked just great in the Lab, but....**
- 5) Wrong Management Team**
- 6) Profit \neq Cash Flow**
- 7) Reimbursement Rock / Adoption Hard Place**
- 8) It's a product not a company**
- 9) Millionaire manufacturing**
- 10) FDA changed its mind**

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Some Suggestions

- 1) Talk with real end users / patients**
- 2) Check with real economic potential buyers**
- 3) Understand your insurance position**
- 4) Use FDA presubs early and often**
- 5) Plan for twice as much; twice as long**



Thank You

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