

# COO Start Up for Diabetes Patients: Product Ideation, Investoren Pitches, CE-Mark, Reimbursement, Marketing

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**Goal:** As COO, development of the company: business plan for investor meetings, CE-Mark, supply chain structure, reimbursement, marketing

**Company size:** start-up

**Indication/Topic:** diabetes, personalised medicine

**Portfolio:** disposables & hardware

**Customers:** B2B, nuclear medicine interventional radiology, hospitals

## **Achievements:**

- Product ideation, positioning, business plan & investor pitches: 1,5 years
- Achievement of CE-mark: 1 year
- Set up of supply chain structure: 1 year
- NUB reimbursement: 2 years

