




Columdae Reference Case Description

Client	 BioMonde® BioMonde Ltd. (UK) www.biomonde.com
Product	Larval Debridement Therapy (LDT)/medicinal larvae
Project	Market research and commercial partner search in Sweden and Norway
Duration	January – March 2015
Objectives	BioMonde wanted to find out how they could sell their medicinal larvae in Sweden and Norway, with regard to the commonness and acceptability of LDT in those countries, local regulations concerning medicinal larvae, and the existence of potential commercial partners interested in cooperation.
Consultant's Role and Achievements	<p>Columdae investigated the current state of LDT use in Sweden and Norway by going through existing public material on the subject and interviewing local experts and key opinion leaders, such as doctors specialized in wound treatment and university teachers and researchers. Columdae also researched which alternative products for treating difficult-to-heal wounds were available in Swedish and Norwegian markets. It was thus concluded that a business opportunity for BioMonde exists in those countries.</p> <p>Columdae also found out details of the regulatory regimes for LDT in Norway and Sweden, and suggested ways to overcome some of the existing hurdles.</p> <p>Columdae then contacted every company in Norway and Sweden, which according to BioMonde's criteria could market their medicinal larvae in those countries. Columdae explained them the benefits of BioMonde's products over other larvae suppliers and other solutions for treating difficult wounds, in a way that was well understood in the local cultural and business context, and thus awoke their interest in cooperation with BioMonde.</p> <p>Columdae also created a visit programme for BioMonde in Sweden and Norway, which allowed the company's representative to meet in person with some of the experts, key opinion leaders and potential commercial partners. Thus BioMonde could make a well-founded decision on how and with whom to enter the Swedish and Norwegian markets, having received such information and advice from Columdae that the company could not have obtained on their own.</p>
Client Contact Person for Further Details	Available upon request