

# Crucible Medtech

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# Crucible

Crucible: a transformative situation where elements are brought together to create something new.

Crucible Medtech brings together a network of capability, specialist skills and regulated supply chain uniquely suited to commercialising technological and medical products.

Translating innovation into high-impact products with good market fit

# Crucible core team

- **Peter Estibeiro**
  - 17 years start up and early stage director level experience
  - Public and private sector fundraising
  - Products from concept to market
- **John Wigham**
  - 25 years senior management/director experience in manufacturing
  - Former director Product Realization Centre
  - Developed several proven product management tools to optimise development and market fit.
- **Steve Howell**
  - 20 years senior corporate experience in start-ups, corporates and consultancy
  - Proven track record for growing businesses from concept to exit
  - Strong track record for start-up fundraising.
- **Edwin Lindsay**
  - 25 years regulatory experience in medical devices

# Two part business model-1

- Specialist consultancy and interim contractor to ensure new innovations meet a market need and are correctly designed for manufacturing at appropriate scale, adoption, use, re-imburement and compliance:
  - Identify and challenge assumptions
  - Customer discovery, validation of value proposition, market positioning.
  - IP review and IP management strategy
  - Business case for investment.
  - Compliance with necessary regulatory standards.
  - Manufacturing at appropriate scale.
  - Our aim is to be a rapid conduit to market for scalable innovation.

# Two part business model-2

- Develop a portfolio of three to five high impact proprietary products within a themed focus area.
- Source innovations from clinical and academic base.
- Challenge and validate market opportunity.
- In-licensing.
- Collaborative development projects with clinical/academic partners.
- Public sector grant funding (e.g SMART, InnovatUK etc.)
- Significant private sector investment

# Core skills- corporate

- Spin-out/Start-up
- Licensing
- IP review and strategy
- Fundraising
- Business Planning
- SME governance



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GE Healthcare



# Core skills- technical

- Validate market fit
- User requirement spec
- Design validation and verification
- Design inputs and documentation for prototype and manufacturing
- Establish and manage regulated supply chain
- Manufacturing
- Product life-cycle management
- Device master file
- Regulatory technical pack



# Core skills- commercial

- Identify and validate assumptions
- Market and customer discovery
- Develop and validate value proposition
- Customer buying cycles and decision frameworks
- Market access planning, execution, monitoring
- Messaging, strategic marketing and beachhead sales





# Core skills- regulatory

- Establish and manage QMS to ISO 13485
- Risk management consistent with ISO 14971
- Compliance with essential requirements of the Medical Device Directive.

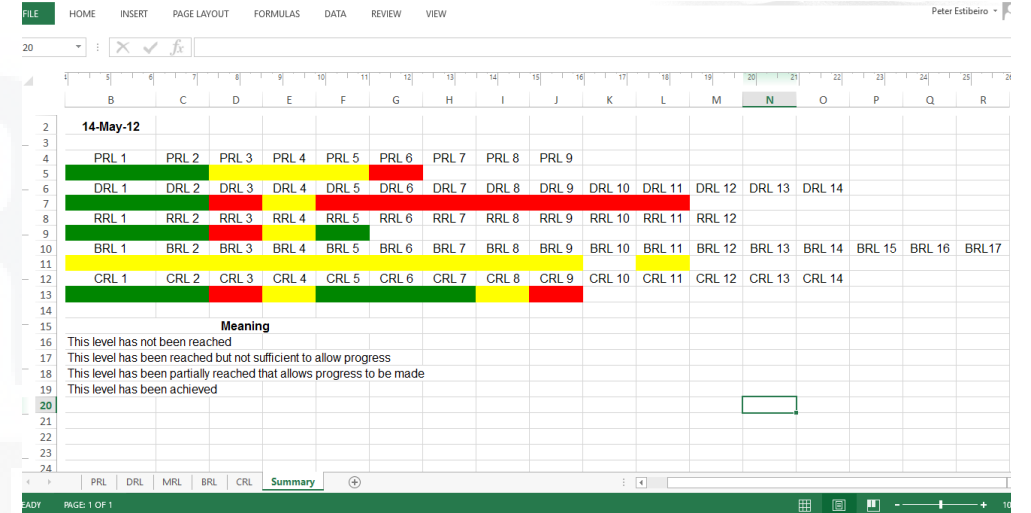


# Product Readiness

## Product Realisation

## Product Manufacturing

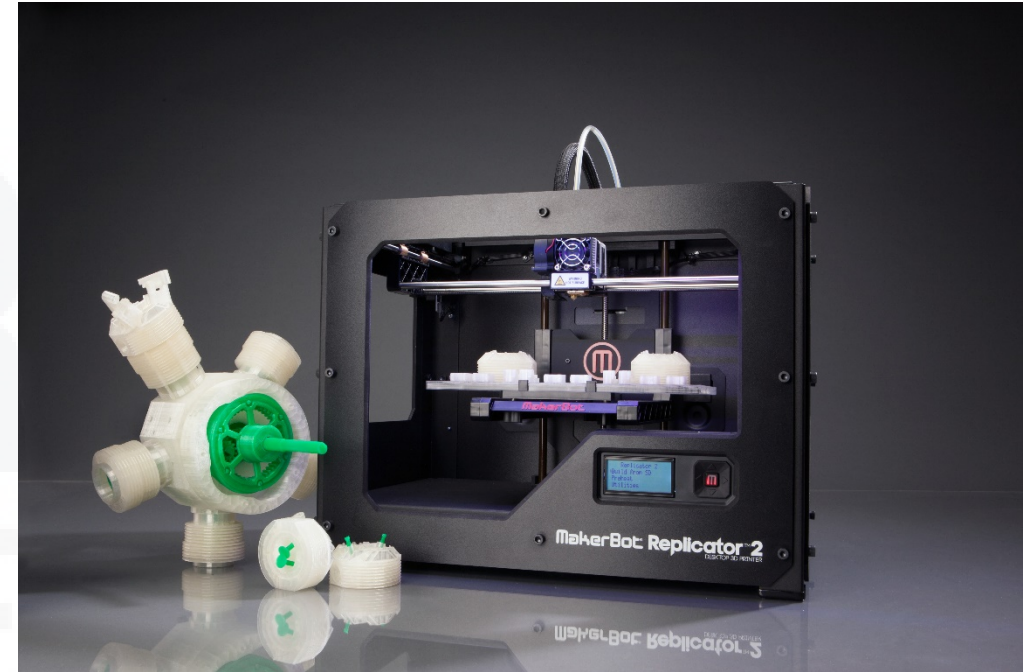
to ensure market fit and scalability.



Product Readiness

**Product Realisation**

Product Manufacturing



to demonstrate market fit and scalability.

Product Readiness

Product Realisation

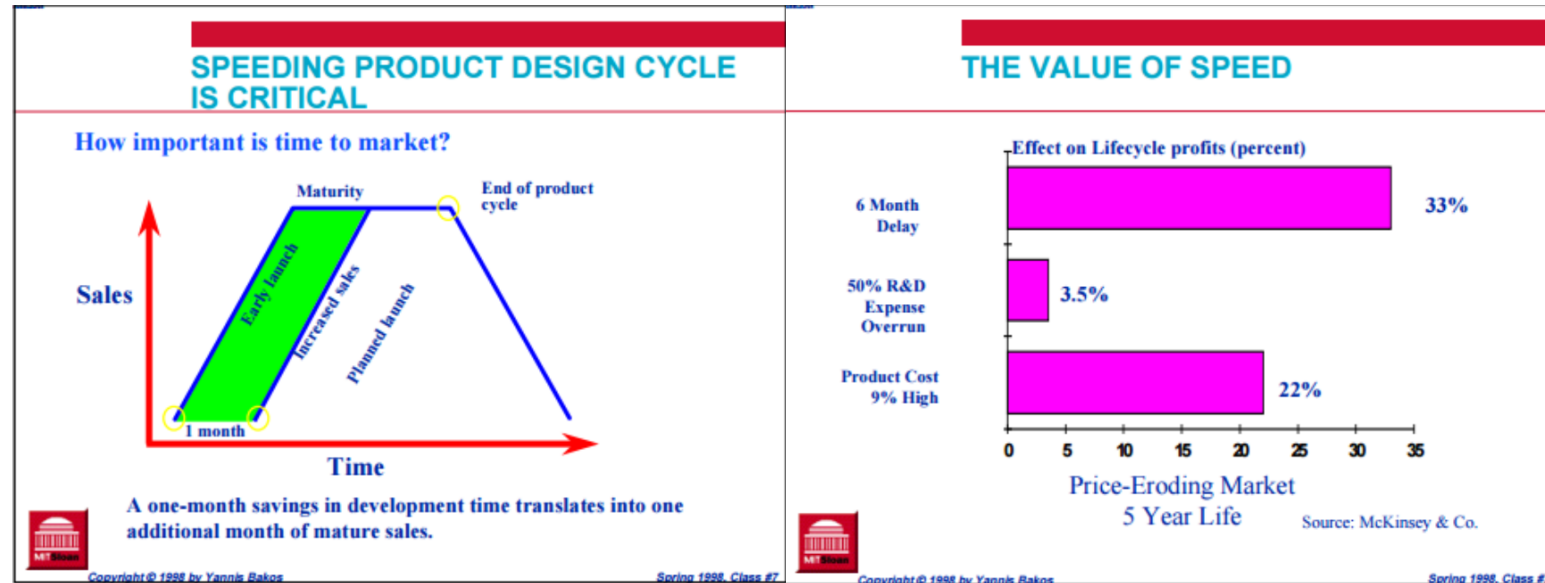
**Product Manufacturing**

to enable market fit and scalability.



# Value proposition:

- It is quicker to market to partner with Crucible than to go it alone.
- A six month delay in getting to market can cost over 30% of a product's total lifetime profit (source- McKinsey & Co).



(from Prof. Yannik Bakos, MIT)



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