



JEN & BEN, INC. – EUROPE EXPANSION

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Our Product

- Wearable Device that monitors Health Vitals (Sticker Sensor)
- Class Im medical device category for EU MDR
 - Low/ Medium risks perceived, wearable for all ages from infant to senior
 - Long term use (continuous use for up to 30 days)
 - Will have the ability to track insulin levels
 - Among other vitals like blood pressure, body temperature, pulse rate, and respiration rate
 - Forecasted Number of Units:
 - Caregivers Total: Low (6 million)- High (19 million)



Adhesive Sensor



Bluetooth Receiver



TARGET POPULATION

36.3% 

TOTAL AGING POPULATION in TARGET
COUNTRIES (55 or over)

Diabetes Rate

Germany —————▶ 15.3 %

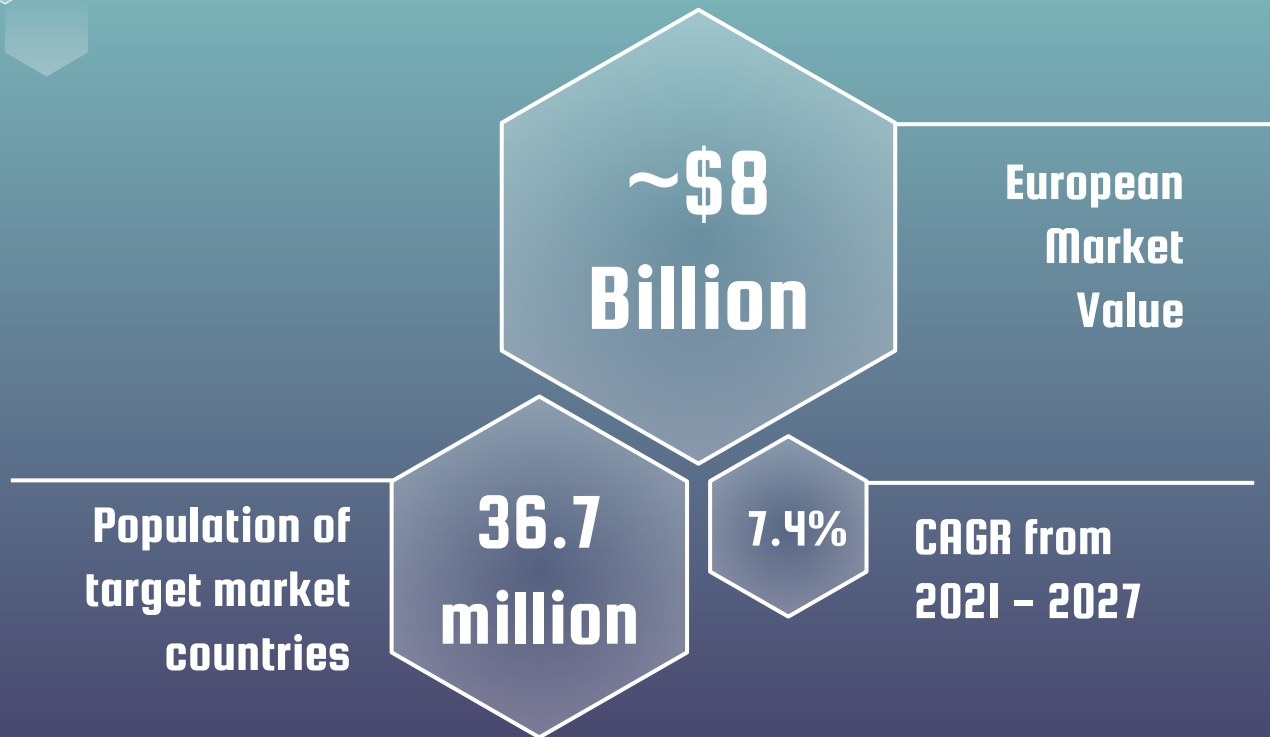
Austria —————▶ 6.6 %

Switzerland —————▶ 6%

<https://www.statista.com/statistics/1081006/prevalence-of-diabetes-in-europe/>
<https://idf.org/our-network/regions-members/europe/members/122-austria.htm>

FORECASTED MARKET SIZE

Medical Device Market



Source: <https://www.gminsights.com/industry-analysis/biosensors-market>

Source: <https://www.medtecheurope.org/datahub/market/>

COMPETITORS



MASIMO

Manufacture wearable health devices,
but they distribute more to hospitals
than consumers



Healy

Wearable monitoring devices, but they
are vastly out of price reach for the
average consumer. Average price point
is 1k USD to 4K USD for a device.



PREDICTED PRICE ANALYSIS

23,000,000

Forecasted Unit Production

\$200

Price per Unit

\$53

Cost per Unit

\$5,382,000,000

Top Line Revenue

\$1,426,230,000

Total COGS

\$3,955,770,000

Gross Margin

Manufacturing

- Manufacturing and assembly will be conducted in Singapore
 - Cheaper Costs
 - Finalizing our product in any Alpine nation we are targeting would require higher capital costs due to automation and the aging population.
 - Improves our Time to Market
- Focus on product design and quality in the Manufacturing Process
 - Alpine nations value high Product Quality and Longevity
 - Ensure compliances are met to receive the “CE” mark certificate for marketing purposes.
 - Our product: Class 1m medical device for the EU MDR.
 - Qualifies for Reduced VAT rate of 7%. (12% savings in Germany)
- Restrictions of material usage
 - Batteries cannot contain mercury or cadmium as per the “EU Battery Directive (2006/66/EC)”
- Packaging:
 - Detailed, clear and transparent wording for what our product does and how to use it.



Singapore

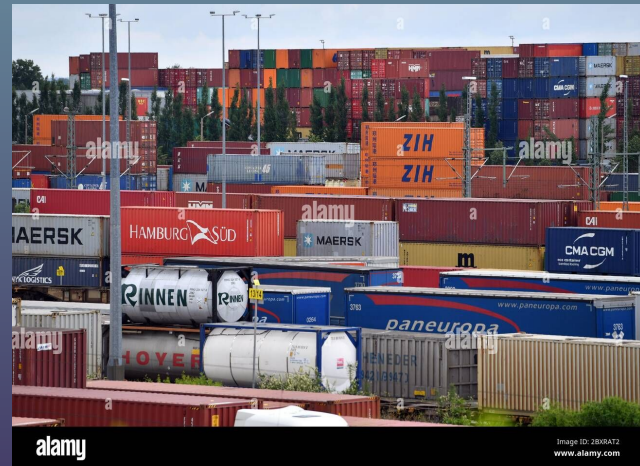
Source: <https://www.trade.gov/country-commercial-guides/germany-import-requirements-and-documentation>

Source: <https://export.businesswales.gov.wales/en/explore-market-potential/country-profiles/germany/selling>

Source: <https://www.medical-device-regulation.eu/2019/08/08/annex-viii/>

Importing Process

- Import Procedures
 - Customs paperwork (ENS and EORI documentation)
- Mode of transportation:
 - Ocean Freight: PSA Singapore Terminal → Duss Muenchen-Riem (Land port in Munich)
 - Transit time ~34 days
- VAT Rates | Reduced Rates
 - Germany: 19% | 7%
 - Austria: 20% | 13%
 - Switzerland: 7.7% | 2.5%



Distribution Strategy



- Distribute from Munich Germany outwards
 - Centralized location: fast transportation
 - Utilize an agent and the Fach-Kaufhäuser distribution network.
- Establish a Limited Liability Company (GmbH)
- Warehouse in Munich and distribute to markets from
- Sales operation:
 - eCommerce - Utilize Amazon + Distribution (488 million monthly visits in Germany)
 - Storefront - Utilize drug stores + local pharmacies
 - Germany: Rossmann Express, dm-drogerie markt and local pharmacies
 - Austria: drogerie markt and local pharmacies
 - Switzerland: drogerie markt and local pharmacies
- Labor
 - Inundate the “Towards a common goal” management style and culture
 - Hire Locals and individuals with experience and ranking for all management positions in Legal Compliance, Warehousing, office and distribution channels.
 - Labor Union Compliance



PROBLEM

1. Which 3 countries are most ideal to expand our Singapore-based business into the EU's high-tech biomedical devices industry?
 2. What is the best country for distribution across Europe and is also ideal for product launch?
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European Launch – Market Seeking Strategy

Initial Countries

- Germany (HQ)
- Austria
- Switzerland

Future Countries

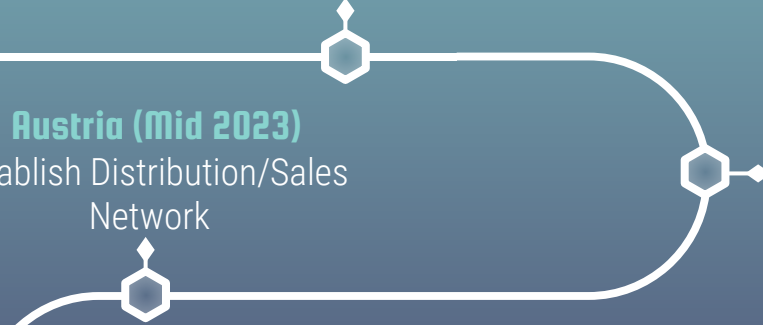
- France
- Italy
- Spain
- Benelux



EUROPE EXPANSION – TIMELINE

Product Development (Mid 2022)

Utilize R&D assets
in Asia



Austria (Mid 2023)

Establish Distribution/Sales
Network

Munich, Germany 2023

Establish office and
warehouse/distribution
facility

Switzerland (Late 2023)

Establish Distribution/Sales
Network

Outward Expansion 2024

Italy, France, Spain
Benelux 2024

European Headquarters – Munich Germany



- Germany is the largest economy in Europe and ranks 4th globally
 - Largest population in European Union with 83.5 million people (18.6% of EU)
 - Highly skilled workforce
- World-class infrastructure and distribution networks and capabilities
 - Ranked first by World Bank Logistics Performance Index (LPI)
- Geographically central to many markets
 - Air, rail, roadways (autobahn), waterways
- Political system: Federal parliamentary republic. Stable and transparent
- Legal system: Civil law providing investors ability to enforce their rights
- Low corruption: #10 globally on Corruption Perceptions Index (CPI), #8 in Europe
- Legal Entity - Limited Liability Company (GmbH)
 - Minimum capital investment: €25,000
 - Local registered office
 - One director (local not required if foreign director can travel to EU)
 - Annual filing and audit for large and medium-sized companies
 - Corporate tax rate: 30-33%
 - Registration fee: €400, plus any legal fees
 - German VAT registration is required to sell products in Germany (19%)

Source: <https://www.wolterskluwer.com/en/expert-insights/country-guide-germany#gc>

Source: <https://lpi.worldbank.org>

Source: <https://www.transparency.org/en/cpi/2021>

European Distribution – Austria



- Austria is the 14th largest economy in Europe and #26 globally
 - Large population in European Union with 8.5 million people (2% of EU)
 - Highly skilled and educated workforce
- Great infrastructure and distribution networks and capabilities
 - Ranked fourth by World Bank Logistics Performance Index (LPI)
- Geographically central to many markets (Southern Europe and Eastern Europe)
 - Air, rail, roadways, waterways
- Political system: Federal constitutional republic. Stable and transparent
- Legal system: Civil law providing investors ability to enforce their rights
- Low corruption: #13 globally on Corruption Perceptions Index (CPI), #10 in Europe
- VAT rate: 20%

Source: <https://www.wolterskluwer.com/en/expert-insights/country-guideaustria>

Source: <https://lpi.worldbank.org>

Source: <https://www.transparency.org/en/cpi/2021>

European Distribution – Switzerland



- Switzerland is not a member of the European Union but is part of EFTA
 - Second highest GDP per capita in Europe and globally
 - Large population in with 8.4 million people (would rank 15 in EU)
 - Highly skilled and educated workforce
- Culturally diverse market (German, French, Italian)
 - Good market to evaluate entry point for future expansion countries
- Exceptional infrastructure, geographically central to many markets (Southern and Eastern Europe)
 - Air, rail, roadways
 - Ranked 13th by World Bank Logistics Performance Index (LPI)
- Political system: Federal Republic - Stable and transparent, neutrality
- Legal system: Civil law providing investors ability to enforce their rights
- Low corruption: 7th globally on Corruption Perceptions Index (CPI), # 5 in Europe
- VAT rate: 7.7%

Source: <https://www.wolterskluwer.com/en/expert-insights/country-guide-switzerland>

Source: <https://lpi.worldbank.org>

Source: <https://www.transparency.org/en/cpi/2021>

Future Distribution – France, Italy, Spain, Benelux

- Future distributions in these countries represent over 200 million consumers (nearly 50% of the European Union and when combined with initial 3 countries nearly 70% of EU consumers)
 - France 67 million
 - Italy 60 million
 - Spain 47 million
 - Netherlands 17 million
 - Belgium 12 million
 - Luxembourg 1 million
- All of these countries have higher disposable incomes and aging populations

Source:

<https://ec.europa.eu/eurostat/documents/2995521/11081093/3-10072020-AP-EN.pdf/d2f799bf-4412-05cc-a357-7b49b93615f1>

THANK YOU

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