

# Case Studies

from Startup Campus Germany GmbH

*2018 - 2025*



*When you don't  
know the partway  
and the local  
winds, the boat  
can easily become*  
**out of hand**

Sail into the German market with **Startup Campus**  
- Your compass for successful market entry.

# INTRO

**Entering a foreign market is risky and costly. SCG provides a proven strategy and local team to ensure a smooth and successful entry.**

Startup Campus has developed and applied a proven method to support the international growth of innovative companies.

The Full-stack B2B platform helps businesses build the main pillars of development. This method is based on clear and structured tasks in sales, marketing, event organization, and local representation. The key to success is that the go-to-market program is carried out by a dedicated and skilled local team.

Over the past 7 years, Startup Campus has delivered go-to-market services to more than 60 innovative SMEs and scale-ups from over 8 EU countries. In this document, we present the most important success stories and facts from different industries.



# CONTENTS

<b>INTRO</b>	3
<b>I.) TOP SELECTION OF OUR BEST PRACTICES 2018-2023</b>	
Heart monitoring sensor from Norway	5
Rehabilitation device from the UK	6
Automatic MRI assessment from Hungary	7
Exoskeleton robot from France	8
Image data management Spain	9
Medicine dispenser from Hungary	10
Energy saving solution from Slovakia	11
Angiography software from Hungary	12
Rehabilitation device from Portugal	13
SCM software from Portugal	14
AI-driven platform screening of chronic diseases from Ukraine	15
Bio-compatibility testing labor from Poland	16
Balance platform for body balance testing, training Latvia	17
<b>II.) STATISTICAL DATA ON THE ENTIRE PORTFOLIO</b>	
A. Countries where our customers come from	18
B. Industries in which our clients operate	18



Smart Norwegian heart monitoring device expanding into Germany for distribution purposes

**12**

months of collaboration

**800+**

CRM records

**40+**

B2B meetings

## Starting point

No market knowledge or contacts. Missing clinical trials in Germany. Unclear reimbursement pathways. Lack of dedicated and qualified team for the German market entry.

## Approach

Building a database of healthcare institutions (private/public) providing long-term cardiac monitoring. Identifying target groups and finding several interested first clients. Connection with one of Germany's largest private clinic chains for clinical trial collaboration. Building up distribution and reseller trading chains. Preparation and support at the most important industrial fairs in Germany.

## Results in one glance

**Development** of sales and distribution channels, purchase process and pricing

Selling an average of **50+ sensor sets** per quarter

Initiation of clinical research with **200+ patients** in the NRW region

Registration process in the **German reimbursement** system for HMV listing

## Event participations as exhibitor



"We rely on solid partners for our global growth ambitions. In Germany we have been able to benefit from a professional and forward-looking service with Startup Campus Germany, a partner really understanding our needs!"

**Tord Ytterdahl - CEO**



Company group from the UK in search of partners as well as distributors for entering the German market

**12**

months of collaboration

**1000+**

CRM records

**40+**

B2B meetings

## Starting point

Developed marketing and communication limited to English-speaking countries. UK reimbursement and US/UK sales. Lack of experience in the German market.

## Approach

Introducing a new type of rehabilitation device to the target group of orthopaedics in Germany. Set up of an appropriate team of key opinion leaders to support the communication of product results. Clinical research collaboration with the Charité University Hospital as a research partner aiming to execute a detailed foot and ankle study as well as wound management case studies. Preparation and support at the most important industrial fairs in Germany.

## Results

Comprehensive **marketing** and **communication** channels in Germany

**120% increase** in new prospects in the German market after only 3 months

Registration process in the German **reimbursement system** for HMV listing

60+ trials of orthopaedic surgeons and **rehabilitation doctors**

## Event participations as exhibitor



“We have tried the market launch in Germany before, but with new clinical data and adoption of the geko™ device in a number of countries, Startup Campus is our first partner who find the right clients and experts for our solution.”

**Chris Walker - Distributor Manager**



MRI radiology software ready to enter the German market with a smart support solution for radiologies/orthopedics

6

months of collaboration

400+

CRM records

10+

B2B meetings

## Starting point

Lack of experience with German clinics. Inappropriate marketing materials for the German market. Structural enhancements required.

## Approach

Establishing the legal framework for the involvement of test stations. Developing a network of Key Opinion Leader (KOL) think tanks and first adopter reference site in Germany. Creation of suitable marketing materials such as one pager, flyers, etc. and elaboration of a client handling procedure. Preparation and support at the most important industrial fairs in Germany.

## Results

Complete **marketing communication** incl. translated website and improved pitch deck

Set up of **reference lab** in a German University Clinics

Establishing a **professional KOL** pool

Exhibition at an international **world health exhibition**

## Event participations as exhibitor



#RÖKO2023

“SC Germany’s extensive expertise and experience in the German healthcare market have been invaluable for our upcoming market entry with our MSK radiology reporting technology. Their professional approach, attention to detail, and strategic planning have been exceptional, and we feel confident in their ability to deliver on our project goals.”

Dr. Viktor Gal - CEO



Market launch of a smart exoskeleton as a new solution in the German market

**12**

months of collaboration

**1500+**

CRM records

**45+**

B2B meetings

## Starting point

Solution not well known to the German market validation of modern robotics in the service of different industries required.

## Approach

Identifying and validating the most receptive market segment. Organising online presentation meetings and webinars. Organising on-site demos for interested parties, in accordance with epidemiological rules. Preparation and support at the most important industrial fairs in Germany.

## Result

**Direct sales** of 4 exoskeleton devices for first adopters

German **subsidiary, recruiting and training** of a German sales team

**Winning** of next VC investment round for international expansion

Long-term brand **communication strategy** in Germany

## Event participations

**DIGITAL HEALTH HUB GERMANY WEBINAR**

**DACH promotion Road SHOW I.**  
6 on-site demonstrations

**DACH promotion Road SHOW II.**  
8 on-site demonstrations

“We presented our exoskeleton solution to some mid-sized German companies thanks to Startup Campus. Their consulting services place great emphasis on sales.”

**Antoine Noel - CEO**



Market validation of a radiology platform capable of handling quantitative imaging biomarkers with AI

**6**

months of collaboration

**400+**

CRM records

**20+**

B2B meetings

## Starting point

Required testing of platform, . Necessary validation with radiology departments in hospitals and private clinics, radiology centres and pharmaceutical companies in Germany.

## Approach

Preparing the marketing package in German language. Arranging introduction meetings with eight German partners including Medi Cover, F. Hoffmann-La Roche Ltd., Bosch Healthcare Solutions and Cytiva. Preparation and support at the most important industrial fairs in Germany.

## Results

Participation in the **Hospital Future Fund program**

Complete marketing communication in **German language**

Connection with large internal research and **biobanks cancers**

**R&D project generation** with German Uni Clinic partners

## Event participations as exhibitor



“The EIT-Health Bridgehead program has supported our collaboration with Startup Campus. They helped us to prepare and conduct our tailored marketing for our clients in Germany.”

**Kabir Mahajan - Business Development Manager**



First spin-off prototyping of a large German corporate needing feedback and first customers in Germany

**12**

months of collaboration

**700+**

CRM records

**35+**

B2B meetings

## Starting point

Required assess of the market viability of an innovation resulting from an internal corporate programme. Lack of market research, marketing plan and branding for the prototype.

## Approach

Compilation of questionnaires and reporting tools to evaluate the demand and process, administration as well as control of the sorting procedure of medicines. Elaborating deep market research, competitor analysis and spotting of the niche of nursing homes for sales opportunities. Approaching nursing homes, pharmacies, and inpatient hospitals. Developing and signing Lol terms with interested partners for testing and development purposes. Draft of a price calculation in the distribution chain with potential distributors.

## Results

Complete **user needs** assessment in Germany

Selection of study partners and development of **test procedures**

Development of a **sales and pricing** process

Continuous brand and product **communication**

## Event participations as exhibitor

**DMEA** Connecting Digital Health



“While we were designing the functionality of our prototype, we were able to consult with German nursing homes, private clinics and distributors. As a result, we were able to validate our project and are now in the testing phase of the prototype.”

**Gergely Károlyi - Senior Project Manager**



## Energy optimisation solution for municipalities introducing a new way of financing with contracting

**12+**

months of collaboration

**500+**

CRM records

**5**

B2B meetings

### Starting point

References in the Slovakian and Hungarian markets and existing value proposition for municipalities in these regions. Underdeveloped marketing and communication, not appropriate for explanation of complex product. Lack of knowledge of the German market.

### Approach

Assessment of energy development needs of German municipalities in different regions, with dedicated questionnaires. Mapping of a long-term energy strategy of municipalities and maintenance companies with initiation of consultation about contracting incl. Suitable marketing materials such as videos and example calculations. Preparation and support at the most important industrial fairs in Germany.

### Results

**Validated** market research

Translated **marketing materials** and website

Detailed partner database with **decision makers' data**

Opening negotiations with **German municipalities**

### Event participations as exhibitor

**light+building**

“After operating in the Slovakian and Hungarian energy markets, our next step was expansion into Western Europe. This market is very different from Eastern Europe, and Startup Campus helped us understand this and implement our unique solution.”

**Makra Attila - CEO**





Introduction of a disruptive software solution that reduces harmful effects of diagnostic tests to first German contacts

**24**

months of collaboration

**2200+**

CRM records

**70+**

B2B meetings

## Starting point

FDA and CE II marked software. Running clinical trials in their domestic market. Participation in international conferences – lack of knowledge of the German market and no contact data base.

## Approach

Introduction in several different university clinics in Germany. Promotion of the software solution to doctors, with specification of individual needs. Coordination of the deployment of the software solution with the IT team of the hospitals. Mediation of the agreement with the hospitals' legal department. Preparation and support at the most important industrial fairs in Germany.

## Results

Establishment of **6 reference sites** in Germany and Austria

Developing IT and legal procedures for **cooperations with hospitals**

Comprehensive **marketing & communication** activities in Germany

**Participation** in the IBB Pro-Fit venture capital funding program

## Event participations as exhibitor



“Startup Campus has opened many doors in the radiology departments of the German clinics, where we could promote our Digital Variance Angiography solution to the physicians.”

**Krisztián Szigeti - CEO**





Age-related frailty monitoring device focusing on nursing home target group gets German team support

**8**

months of collaboration

**1600+**

CRM records

**50+**

B2B meetings

## Starting point

Required assess of the market viability of a university research programme. Lack of market research, marketing plan, visibility, market knowledge and project branding.

## Approach

Analysing and specifying the needs of the following B2B target groups: nursing homes, rehabilitation centres and home care as well as pharmacies. Devices were sent to selected partners for testing. Elaboration of questionnaires for the support of market knowledge and feedback gathering to ensure product development. Development of GDPR compliant data analysis. Preparation and support at the most important industrial fairs in Germany.

## Results

Complete **marketing communication** incl. translated mobile application

Development of a **prospect** as well as CRM base

**KOL** advisory board

**Customer feedback** of the market for first tests

## Event participations as exhibitor



Nürnberg, Germany 2020  
**MedtecLIVE**  
THE EVENT GOES VIRTUAL  
Connecting the medical technology supply chain

“The SCG team seems to be our own staff, quickly and extremely efficiently obtained relevant market information.”

**Ricardo Moura - CEO**



## German market feedback for a decision support solution in logistics management

**10**

months of collaboration

**1600+**

CRM records

**10**

B2B meetings

### Starting point

Software solution developed by a large IT company. Missing validated market research and comprehensive marketing inputs. Initial tests in the domestic market, lacking communication materials and display of product.

### Approach

Focus on finding potential partners and first customers in the market. Usage of project management plan to track all tasks. Business development programme elaboration with implementation of 4 business pillars. Focus group on hospitals and logistic industry companies.

### Results

Identification of key features of **market growth**

Valuable database of **potential partners** and **competitors** in Germany

**Market feedback** of pot. buyers

Marketing materials tailored to the preferences of **German customers**

### Event participations as exhibitor

**DMEA** Connecting Digital Health



“SCG is encouraged to understand and continue our processes in Germany. They show us the opportunity to open the market to our SMC innovations.”

**Filipa Fixe Santos - HealthCare Director**



Cloud-based solution to detect a wide range of chronic diseases, including diabetic retinopathy, using photographic images of the eye fundus through advanced ML/AI algorithms.

<b>6</b> months of collaboration	<b>1600+</b> CRM records	<b>70</b> B2B meetings
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### Starting point

New market segment: development of an AI-supported fundus examination protocol without specialist involvement, implemented in pharmacies, and launch of the first reference scanning points in the DACH region.

### Approach

Design of a marketing strategy to build trust with German pharmacy chains. Direct outreach to pharmacy managers. Preparation of a German-language catalog, report, and evaluation on early detection and prevention of chronic diseases (e.g., diabetic retinopathy). Organization and support at key industry fairs in Germany.

### Results

Marketing materials tailored to German B2B and B2C costumers	Reference points in every bundesland	Detailed partner database with decision makers' contacts	Opening negotiations with a German insurance firms
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### Event participations as exhibitor



“Our basic expectation was to find partners quickly and efficiently in Germany. Our AI-supported fundus examination protocol was internationally unknown, and we asked SCG to provide professional interpretation of our AI solution, which they did successfully.”

**Kirill Goncharuk - CEO**



## Bio-compatibility testing labor from Poland



Contract Research Organization (CRO) mainly focused on providing comprehensive biocompatibility and chemistry testing for medical devices according to the ISO 10993, in-house.

**12**

months of collaboration

**5500+**

CRM records

**130+**

B2B meetings

### Starting point

Unknown player in the DACH market. Complete lack of knowledge of competitors and partner needs. No local representation and visibility.

### Approach

Analysis of the German CRO market and the needs of major medical device manufacturers, auditors, and development managers. Development of EBI.Bio's communication strategy and value proposition. Identification and recruitment of industry experts. Preparation and support for key German industry fairs.

### Results

Local representation and German-language communication

Detailed partner database with decision makers

Signing the first €100k + mandate contracts

Opening further negotiations with a **suitable advertising partner**

### Event participations as exhibitor

**DMEA**

Berlin • 8-10 April 2025  
Connecting Digital Health



"Thanks to SC's local support, we have gained hundreds of business meeting and excellent visibility. As a result, we have established partnerships with German corporates that have proven to be worth the investment. This success now allows us to establish our own subsidiary in Germany."

Damian Matak - CEO



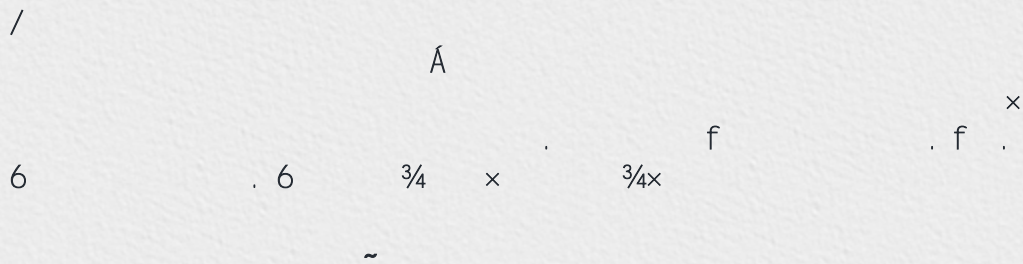
Introduction of a new AI supported medical device on the German market

<b>6</b> months of collaboration	<b>1600+</b> CRM records	<b>90+</b> B2B meetings
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**Starting point**

Initial market research and identification of key stakeholders

**Approach**



- Establish intelligence base, partnerships, and digital infrastructure
- Operating business development, expand CRM, strengthen presence
- Pilot testing, clinical validation, data for commercialization
- Introduction on the industry conferences and trade fairs in Germany

**Event participations as exhibitor**



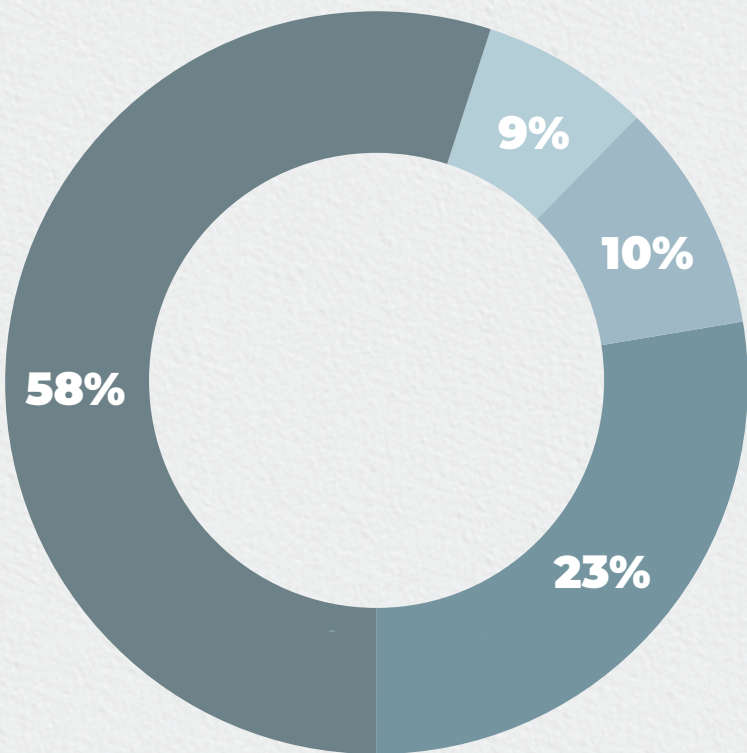
“We seek Scale Compass' support in commercializing a new product, since market validation is vital to avoid customer disinterest.”

**Dr. Aurelijus Domeika - CEO**

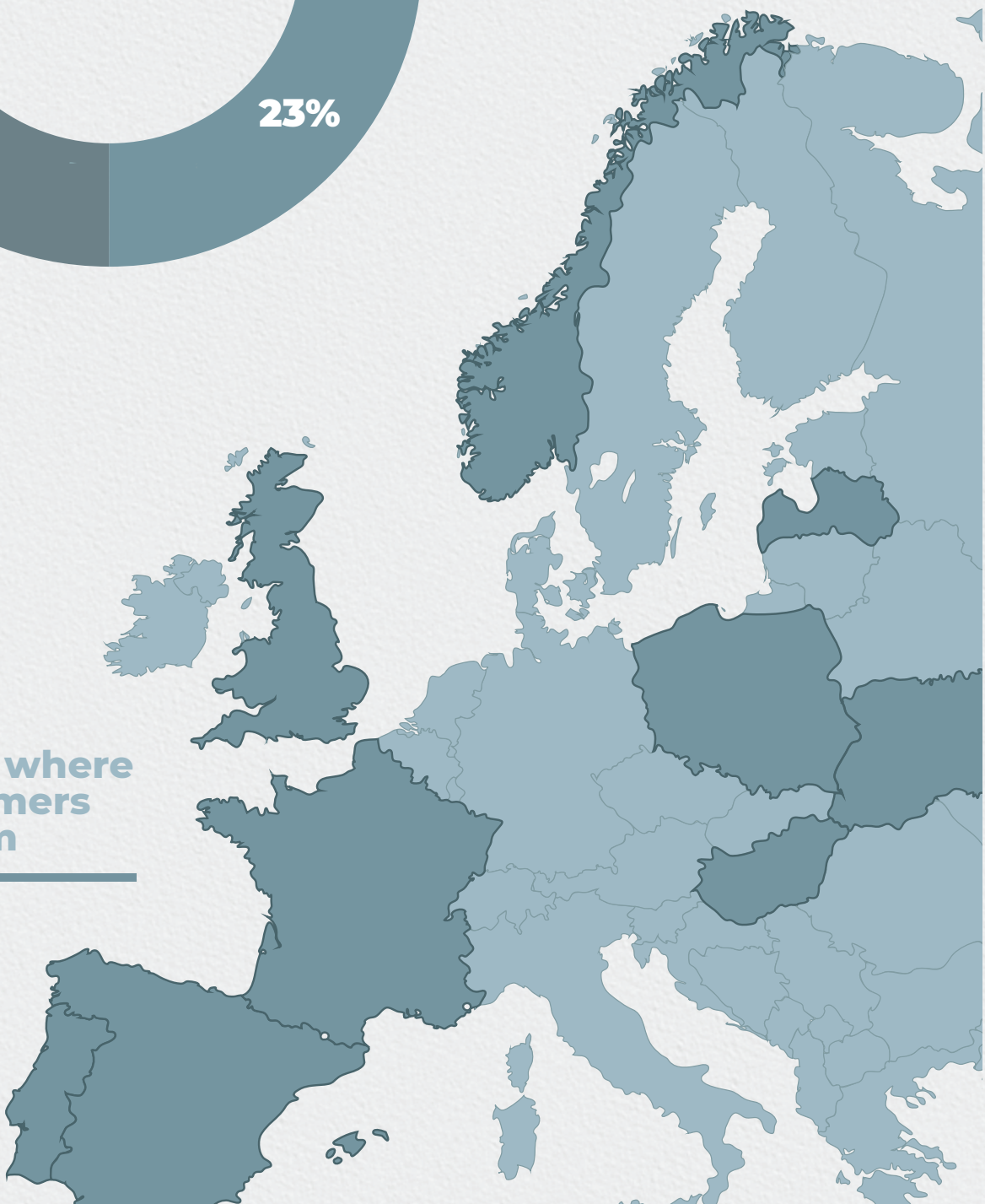


## Industries in which our clients operate

- Medtech
- Information Technology
- Manufacturing
- Logistics



## Countries where our customers come from





## **Startup Campus Germany GmbH**

Rosenheimer Str. 143C, 81671 München  
AG München HRB238245

**+49 176 46294217**  
**[zoltan.galla@scale-compass.com](mailto:zoltan.galla@scale-compass.com)**  
**[www.scale-compass.com](http://www.scale-compass.com)**

