From Concept to Commercialization- One Partner,Every Phase

Idea & Planning

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Concept Development
- Define the problem
- Sketch out possible solutions
- Collect early feedback

Market Research
- Study competitors
- Find your target customers
- Check market size and demand

Protect Your Idea
- File patents and trademarks
- Make sure you can sell without legal problems

Design & Testing

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Prototyping
- Create early models
- Test how the product works
- Improve based on feedback

Regulatory Pathway
- Choose the right FDA or industry path
- Prepare needed documents
- Plan for approvals

Clinical or Lab Testing (if needed)
- Run safety and performance studies
- Work with labs, clinics, or universities

Build & Prepare

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Product Development
- Refine engineering and design
- Make pilot runs
- Ensure quality systems are in place

Manufacturing
- Choose U.S. or global manufacturing partners
- Set up supply chain
- Prepare for larger scale production

Warehousing & Logistics
- Select storage facilities
- Plan shipping and distribution

Launch & Sell

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Branding & Marketing
- Build your brand story
- Create sales materials
- Use Shorelight's network to reach customers

Sales Channels
- Hospitals, clinics, and health systems
- Distributors and reps
- Direct or online sales

Billing & Reimbursement
- Set pricing and payment systems
- Work with insurance and payers

Grow & Expand

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After Launch Checks
- Post-market checks
- Handle customer feedback
- Meet FDA reporting rules

Growth & Partnerships
- Expand sales in the U.S.
- License technology
- Enter new markets worldwide

One Partner. Every Phase. Built for Breakthroughs.