

Export Catalyst

HealthcareUK



Appendix Export Readiness Checklists

1. Our Rationale

Our Mission
Think about the following and put a cross against those which need to be more widely understood.
Financial
Reputation
Staff Recruitment
Staff Development
Research opportunities
Sharing our expertise
Keeping pace with peers
Protecting existing overseas activity
Other

The Barriers We Face
Think about the following and put a cross where further work is required.
Language
Culture
Legal and regulatory
Trade barriers
Finding contacts
Other

Risks

Think about the following and put a cross where further work is required.

Legal

Financial

Reputational

Strategic

Clinical

Governance

Operational

Other

2. Our Proposition

Intellectual Property

Think about the following and put a cross where further work is required.

Copyright

Trademarks

Patents

Design rights protection

Non-disclosure agreements

Employment contracts

Other

3. Our Resources

Our Commercial Resource

Think about the following:

Time for:

Market research

Planning

Product/service development

Website and promotional material changes

Sales & Marketing Activities inc. overseas visits

Managing technical and regulatory approvals

Training

Other

The Mindset of Our Organisation

Think about the following and put a cross where further work is required.

The Chief Executive is supportive

The Board is supportive

The Management Team is supportive

Clinical Staff are supportive

Management Staff are supportive

Other

Budget

Think about the following:

Budget for:

People Costs

Market Research

Product development

IP protection

Marketing materials

Website development /changes

Training

Travel and subsistence

Exhibitions Legal Contracts

Technical/regulatory approvals

Product and professional liability insurance

Other

Skills
Think about the Following:
Skills Including:
Bid writing
Market research
Business planning
Language and culture
Exhibiting overseas
Selecting and managing partners
Understanding International IP protection
Presentation skills
International SEO

Resources & Collateral
Think about the following and put a cross where further work is required:
Market-ready product/service
Technically skilled staff
Required processes
Required collateral (materials etc.)
Required cashflow
Other

4. Route to Market

Our Strategic Options

Think about the following:

Agency agreement

Distribution agreement

Direct sales

E-commerce

Licensing

Franchising

Strategic alliance

Joint Venture

Wholly owned subsidiary

Value added reseller

Get in touch

We would be delighted to speak with you about any export questions you might have.

Please do get in touch to discover more.

Contact us at:



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www.gov.uk/healthcareUK