MARKET OPPORTUNITIES

HOW WASHINGTON BUSINESSES CAN

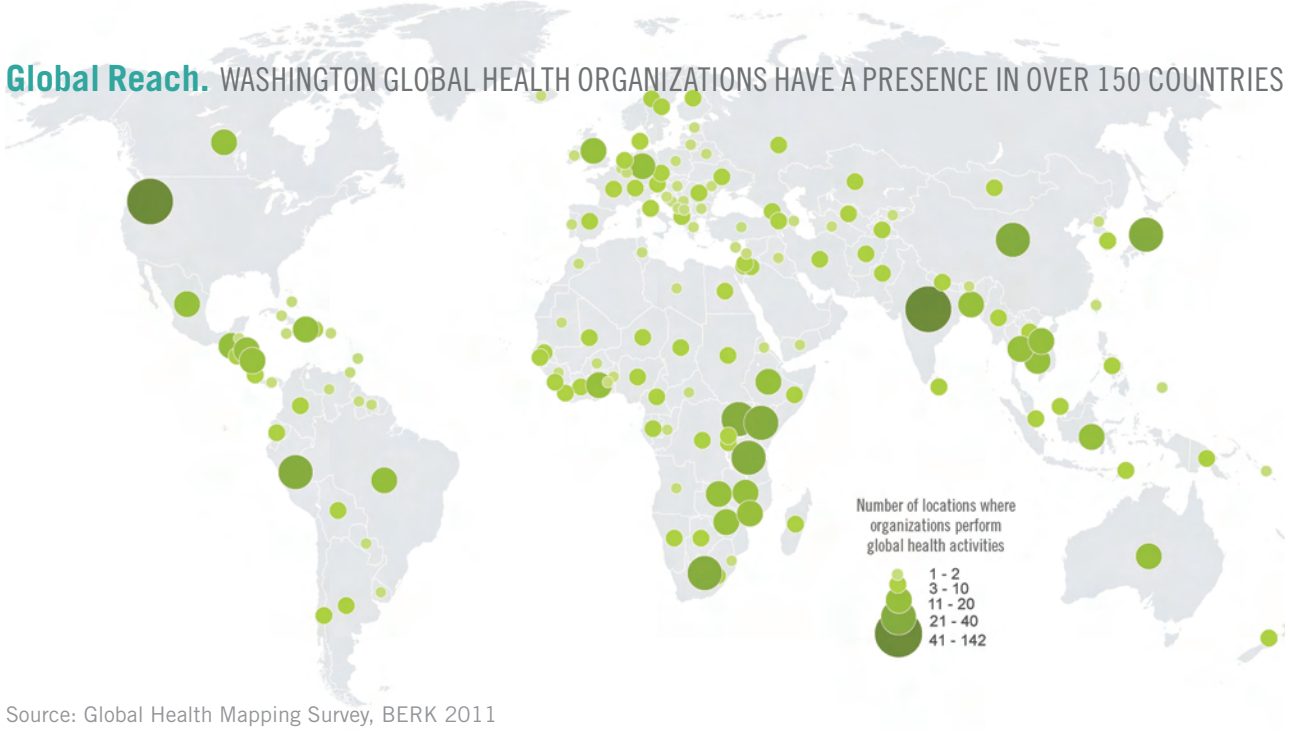
Engage with the Global Health Sector

Washington State is a nexus of global health innovation. Home to pioneering research, development expertise, and education and training, we have the resources, innovation, and commitment to improve the lives of people around the world. The City of Seattle's Office of Economic Development, in collaboration with the Washington Global Health Alliance, has worked to identify market and export opportunities in the development, manufacture, and delivery of global health technologies and products.

WHAT IS THE OPPORTUNITY?

Washington businesses have an opportunity to reach new markets around the world and diversify their client base. Washington's global health organizations are working in more than 150 countries, including India, China, and Brazil, among others.

Global Reach. WASHINGTON GLOBAL HEALTH ORGANIZATIONS HAVE A PRESENCE IN OVER 150 COUNTRIES



Source: Global Health Mapping Survey, BERK 2011

DEMONSTRATED SUCCESS. Businesses and NGOs have worked together to adapt existing technology or develop new products for global markets. From biomedical and diagnostic devices to water filters and portable energy technologies, there is a real opportunity to reach new markets with global health solutions.

WHAT DO I NEED TO KNOW?

The global health business model is different.

Lower-margin, high volume solutions produced and sold at an affordable price point have the greatest market potential.

Immense opportunity to scale commodity products.

The rates of return on commodity products may be low to begin with, but the opportunities to get to scale in growing markets like Brazil, China and India create the potential for attractive returns over the long-term.

There may be global health opportunity next door.

Washington is home to many global health organizations that are national leaders in attraching federal research funding and commercializing new technologies. Working with global health organizations can:

- Help mitigate risk through an understanding of the operating environment and key stakeholders.
- Open the door to new funding opportunities. Global health is supported by a host of public and private donors from around the world.

WHO IS THE CUSTOMER?

The people who benefit from your products may not be your customer. In fact, typical customers include Ministries of Health or international nongovernmental organizations.

Washington global health organizations have the relationship, experience, and credibility with foreign governments—an asset that can be leveraged by business partners.

SCREENING AT THE POINT-OF-CARE

DiagnosTip Medical Technologies (formerly NanoFacture) is a Bellevue-based medical device company developing molecular diagnostic products with laboratory test precision and point-of-care speed for ultra-rapid, highly accurate screening and diagnosis of infectious diseases. The DiagnosTip product platform is based on micro and nanotechnology invented at the University of Washington and validated by researchers from Seattle BioMed. DiagnosTip products are designed to provide doctors with reliable diagnostic information at the point-of-care in as few as ten minutes - at least ten times faster than other molecular diagnostic tests, supporting improved patient outcomes and reductions in the cost of healthcare.



Photo courtesy of DiagnosTip Medical Technologies

WHAT IS NEEDED?

PRODUCT DEVELOPMENT

Global health solutions can encompass a spectrum of products, technologies, and devices. Typical products are **affordable, rugged, easy to use, and portable.**

Why? These products, devices, and technologies are being used in a variety of environments, where basic infrastructure is not guaranteed. Also, in many cases, the end users are not healthcare professionals, so keeping it simple makes sense. Examples of how Washington industries can participate are shown below.

WASHINGTON INDUSTRIES & PRODUCT EXAMPLES



LIFE SCIENCES

- Vaccines
- Pharmaceuticals
- Medical equipment
- Diagnostic devices



INFORMATION & COMMUNICATION TECHNOLOGY

- Data storage & analysis
- Telemedicine
- Delivery logistics
- Short message service (SMS) & phone applications



AGRICULTURE & FOOD PROCESSING

- Food fortification & nutrition
- Portable food processing equipment & devices
- Cookstoves



CLEAN TECHNOLOGY

- Portable energy storage, such as batteries
- Energy generation, such as solar power



PRODUCT DEVELOPMENT & MANUFACTURING

There are product development & manufacturing opportunities for multiple products, devices, and technologies.



Photo courtesy of PATH

PRODUCT PROFILE: SMART ELECTROCHLORINATOR (SE200)

What is it? The SE200 uses electrochlorination to treat contaminated water, making it safer to drink. It requires only a car battery, table salt, and dirty water to create a concentrated chlorine solution, which when added to water inactivates bacteria, viruses, and some protozoa. The SE200 produces enough chlorine in a 7-minute cycle to treat up to 200 liters.

Who is involved? Cascade Designs, Inc. is a Seattle-based market leader in outdoor recreation and military outdoor equipment. Their family of brands includes MSR, Therma-Rest, SealLine, Platypus, and Tracks.

PATH is an international nonprofit organization that creates sustainable, culturally relevant solutions, enabling communities worldwide to break longstanding cycles of poor health.

Why partner? Cascade Design leads the design and commercialization of the SE200. PATH provides valuable experience in transitioning technologies into global health applications. They provide access to the end customer for feedback and experience in the field. The SE200 has been tested in 10 countries: Ghana, Guinea, India, Kenya, Mali, Niger, Nepal, Tanzania, Thailand, and Zimbabwe.

What about the business impacts? Cascade Design's new combination of outdoors and emerging markets is attracting talented new employees. It's also creating synergies. For example, with a focus on low cost targets, Cascade Design has found ways to reduce costs and improve quality that can be applied to other markets.

"Our efforts stem from employee passion. We started to look for ways to make an impact beyond philanthropy."

- Laura McLaughlin, Environmental Engineer at Cascade Designs, Inc.

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office of economic development

The City of Seattle's Office of Economic Development supports a healthy business environment and empowers companies to grow and compete. The global health sector is one of the industry areas of focus, and OED works with partners like WGHA to advocate, develop policies, and implement projects that strengthen the global health sector. **http://www.seattle.gov/economicdevelopment/**

WANT TO LEARN MORE?

Washington Global Health ALLIANCE

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