



Presented by Group 1

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Problem

How to [commercialize Lynk's transdermal technology](#) into products and [boost international expansion](#) of their products?

Suggestions

Increase funding
channels

Increase the
exposure

Create database to
analyze

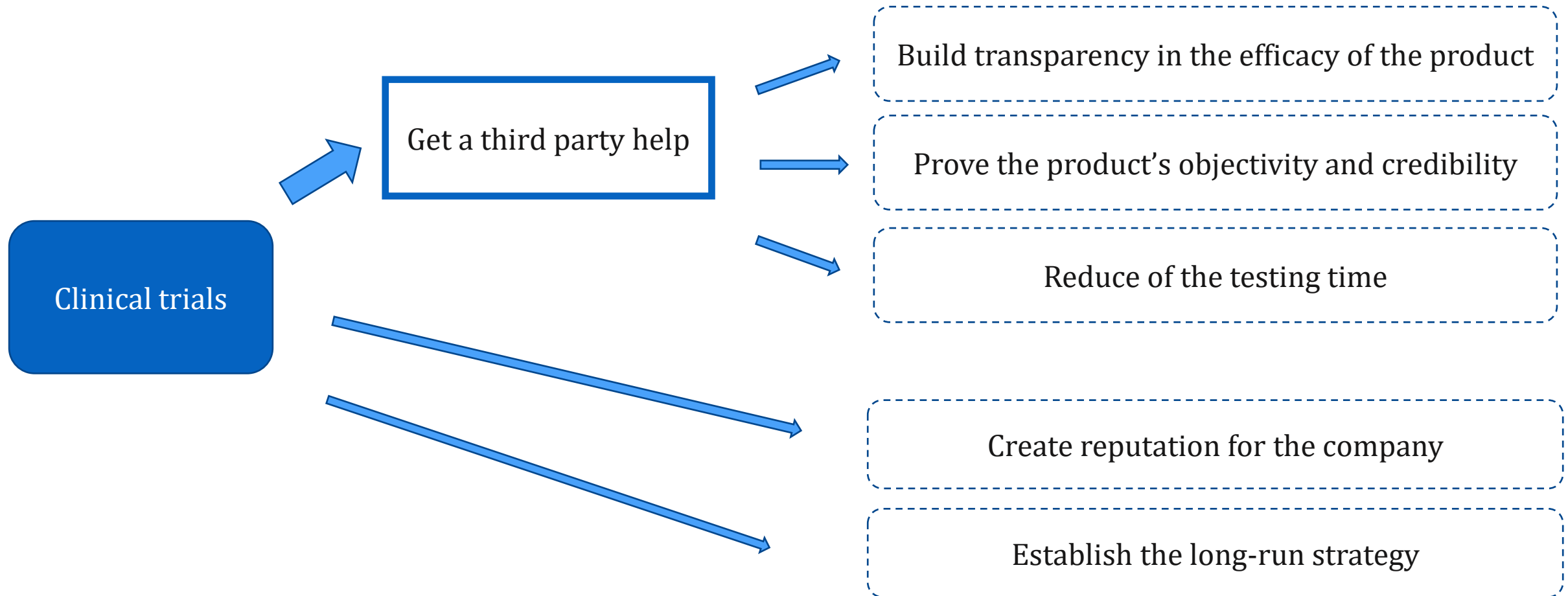
1. Problem Definition

How to commercialize
Lynk's transdermal technology
into products and
boost international expansion of their products?



2.Observation

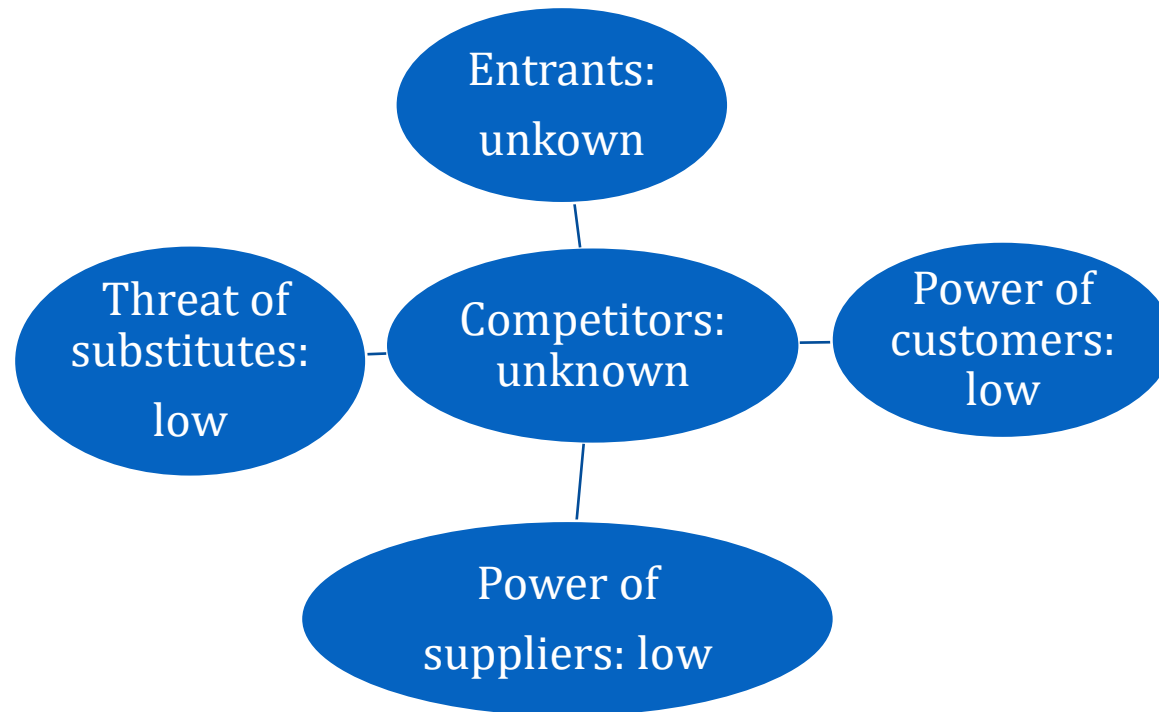
Insight of Lynk's current strategy



Problem Definition Observation Conclusion Suggestions Risk Impact



Analysis of Lynk

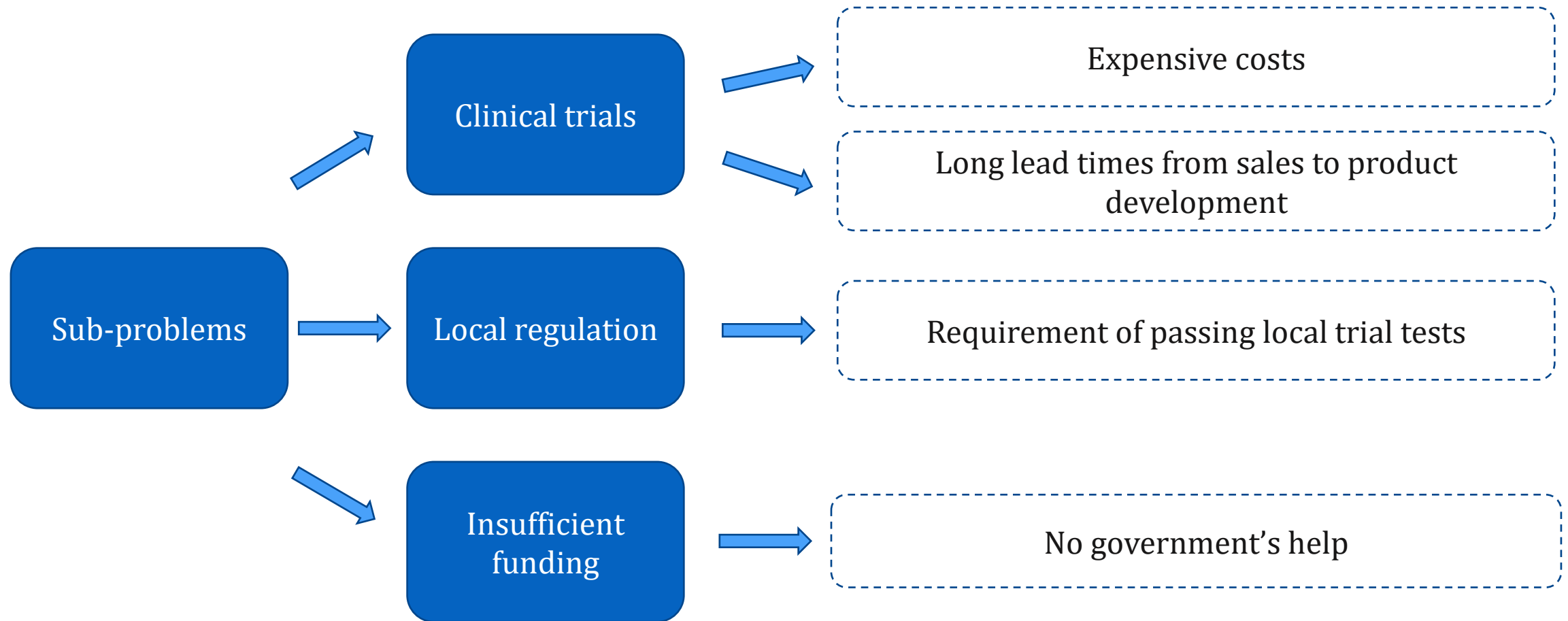


Though they have high quality of the products based on the data, they have huge problems in their **costs** and **time**.

Problem Definition Observation Conclusion Suggestions Risk Impact



Current plights



Problem Definition Observation Conclusion Suggestions Risk Impact

3. Conclusion

In order to enter international market
increase financial aid and commercialize the
technology

4.Suggestions

4.1 Short-term

Commercialize the technology by collaborating with A*Star



-Implementation

-Collaborate with A*Star

A*Star is a government led institution, so it will be much easier for them to ask for government funding



-Target customer: Middle-aged Women

Develop Repairing cosmetics with the transdermal technology



-Utilize the market that A*Star owns

This way Lynk can save promoting money

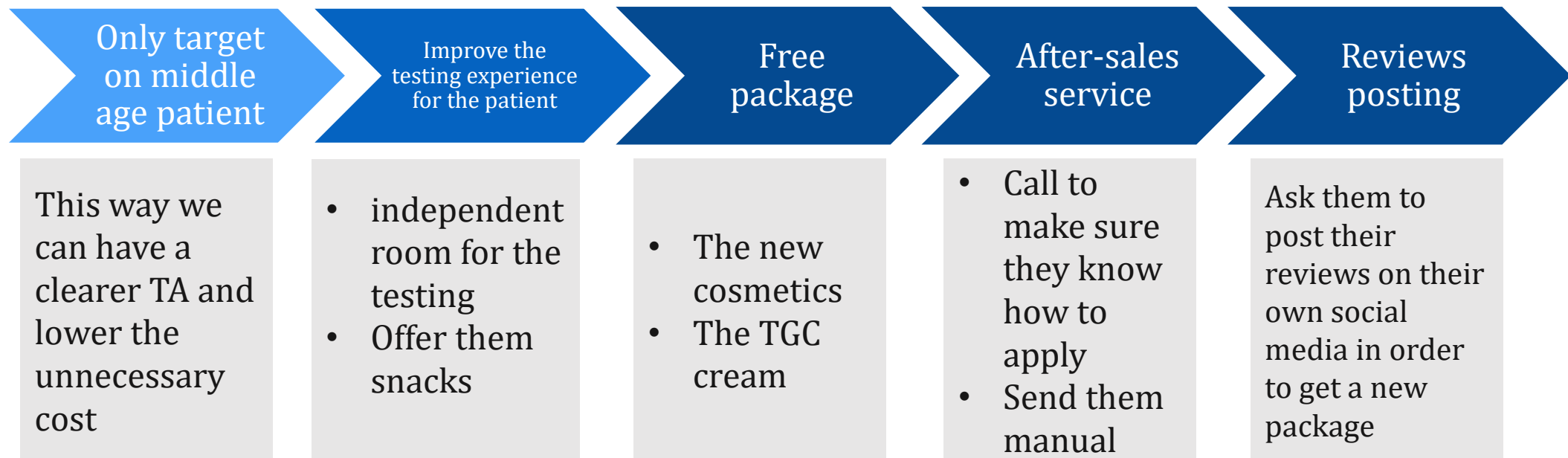
Problem Definition Observation Conclusion Suggestions Risk Impact



A below the line promoting program



-Implementation

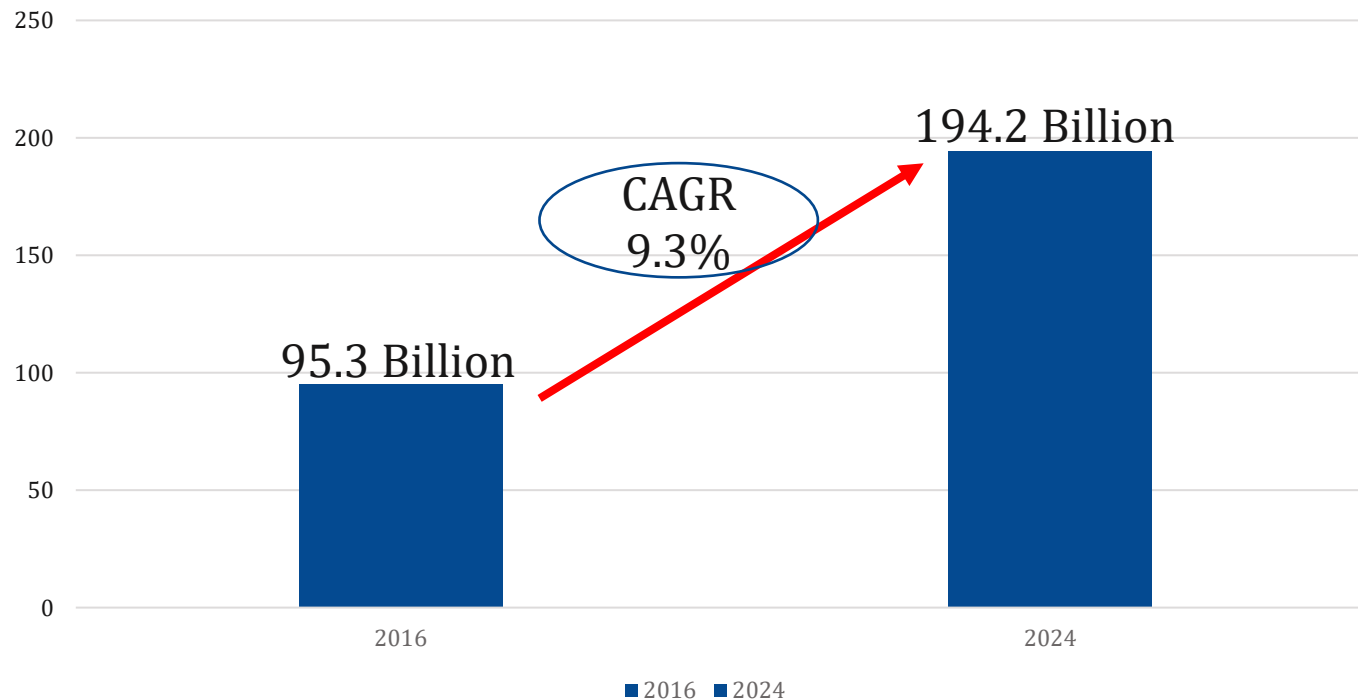


Problem Definition Observation Conclusion Suggestions Risk Impact

How can we increase funding?



Predicted Global Topical Drug Delivery Market



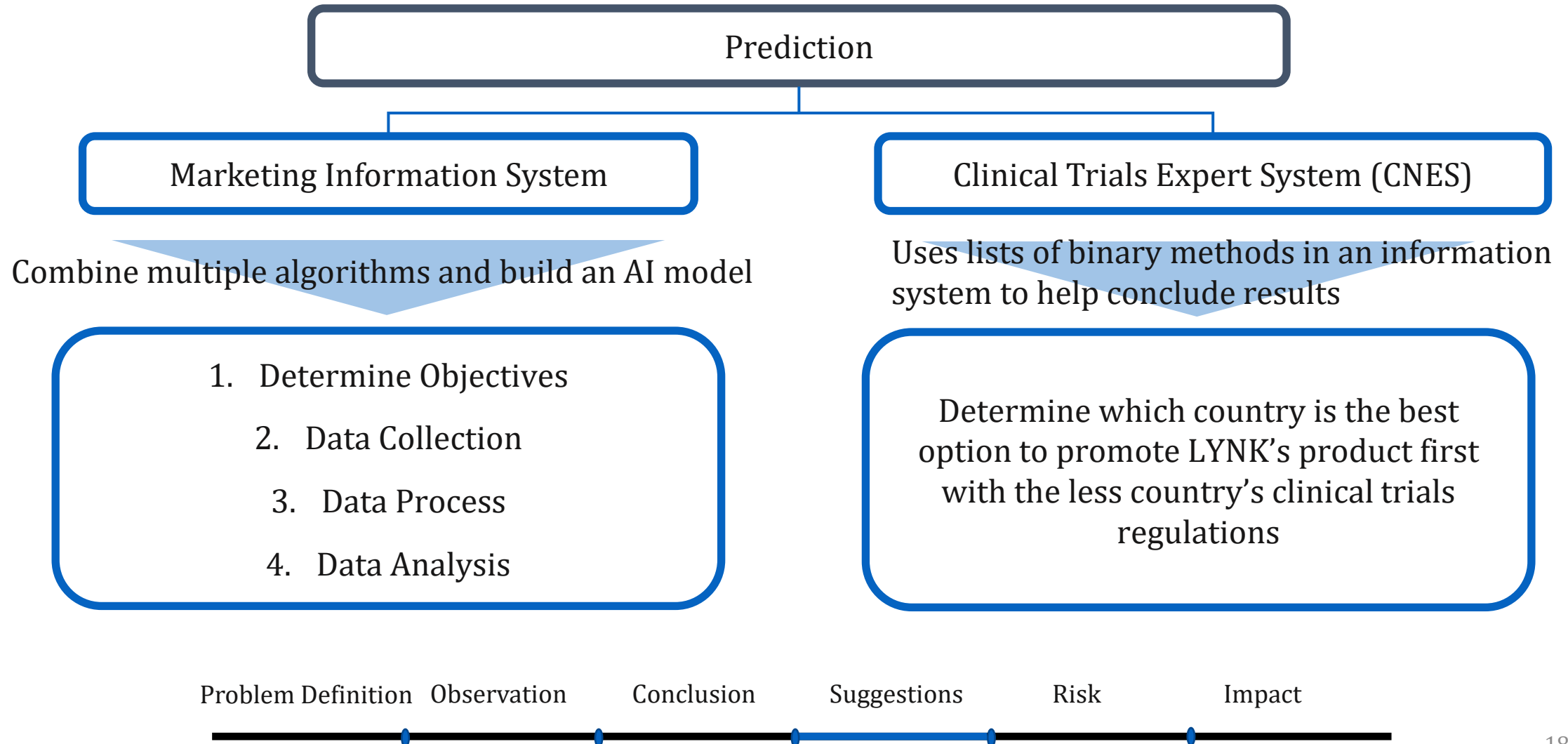
In short-term, we suggest the company to seek financial assistance from outside investors. In the previous successful experiences, we believe now with more solid evidence of the feasibility of this technology and the predicted market growth, the company has a pretty high chance to attract investors.

Problem Definition Observation Conclusion Suggestions Risk Impact



4.2 Long-term

Two ways to predict the future international market



How does the marketing information system work ?



Determine Objective

1. According to the Global Topical Drug Delivery Market's Overview Snapshot chart, the growth is owing to aging population and people with chronic diseases – TA is middle-aged people
2. Focus on the specific market niche of medical products with middle-aged people

Data collection

Collection of First hand and second hand data
=>
Online surveys or offline surveys

Data process

The data includes data cleaning and data modification
=>
Delete duplication data, falsely input data

Data Analysis

1. SEO (Search Engine Optimization): the process of improving your site to increase its visibility when people search for products or services in order to capture the data when customers in different countries access
2. Integrate with companies that provide CRM services

Problem Definition

Observation

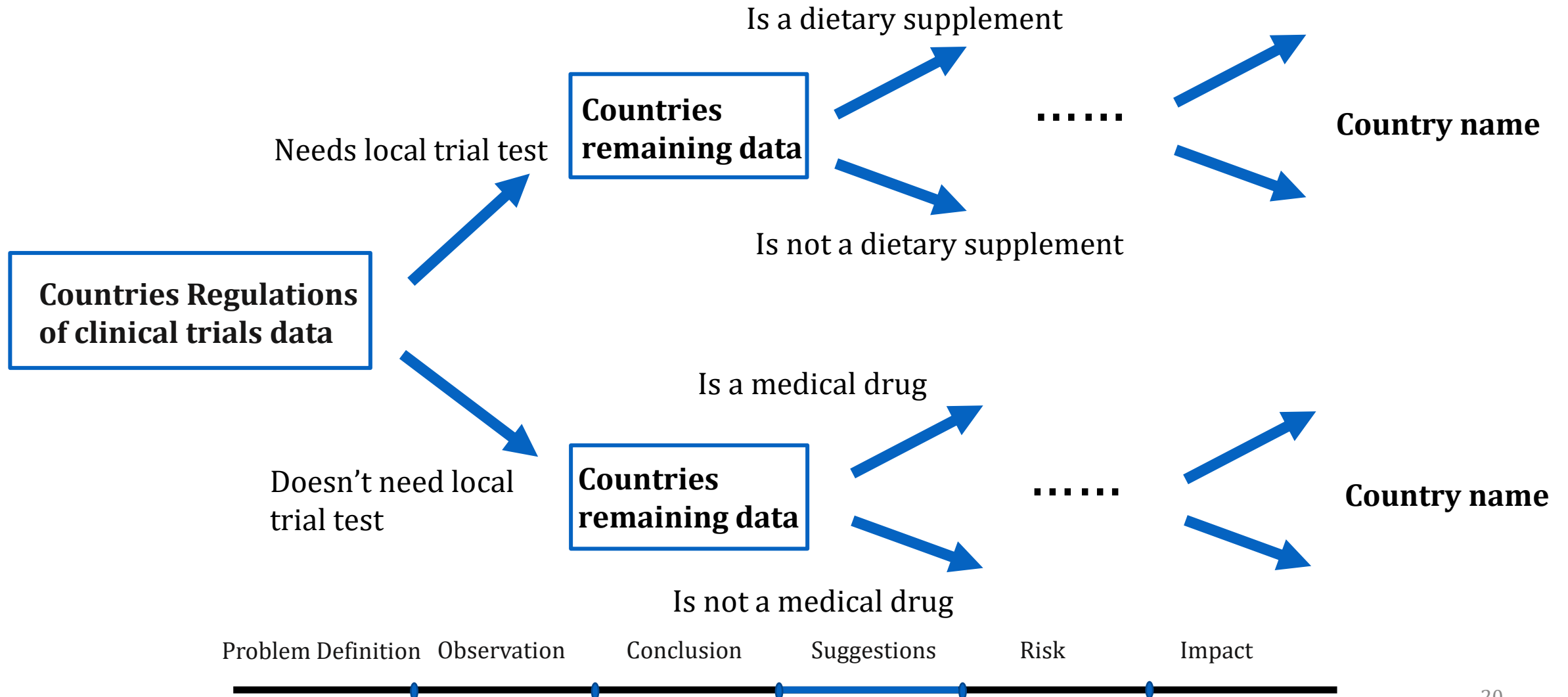
Conclusion

Suggestions

Risk

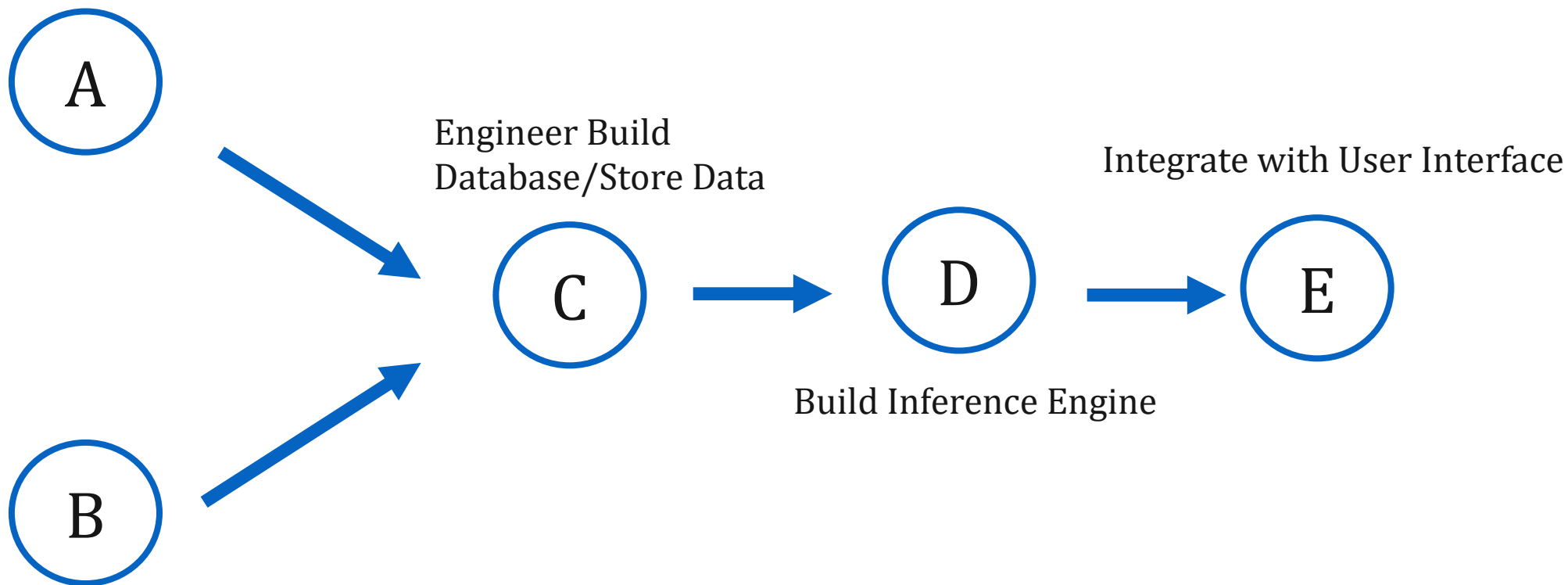
Impact

How does the Clinical Trials Expert System (CNES) work?



Network Diagram of CNES System

Gather Countries Regulations



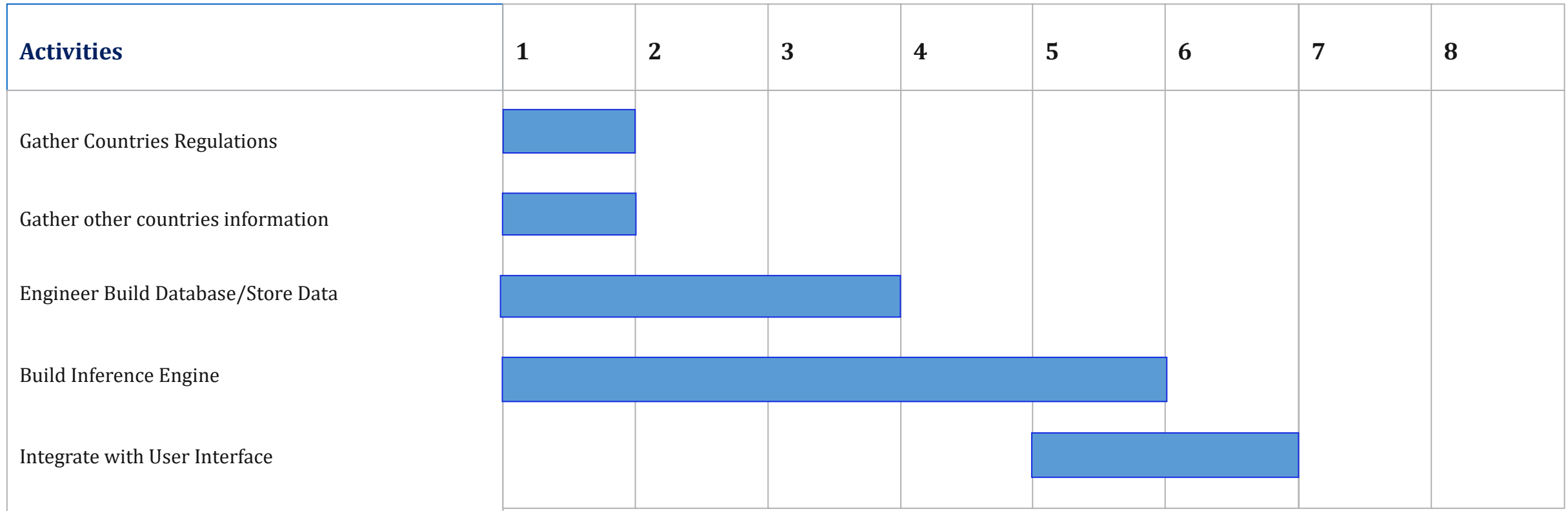
Gather other countries information



Gantt chart of CNES system



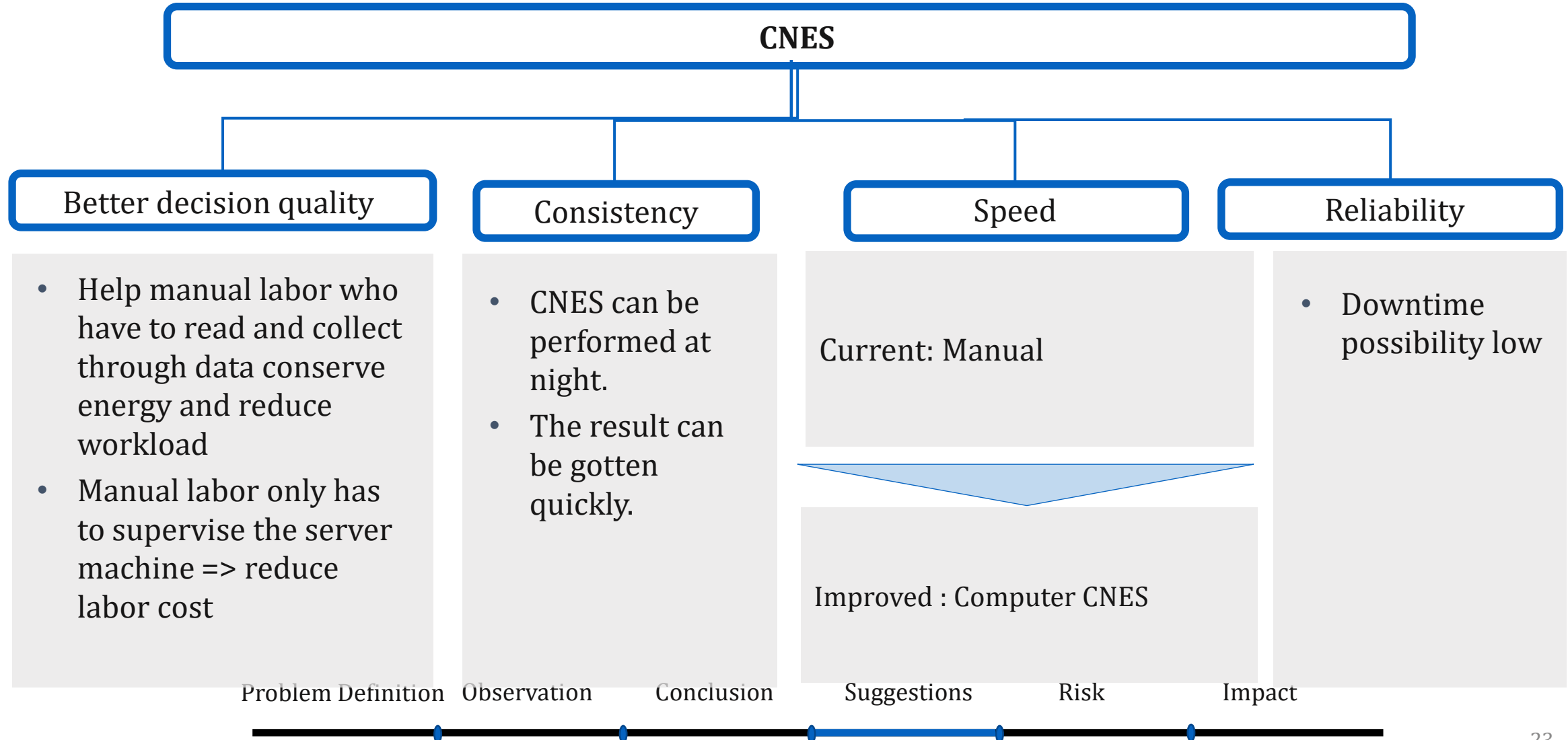
Initial Project Timeline (in years)



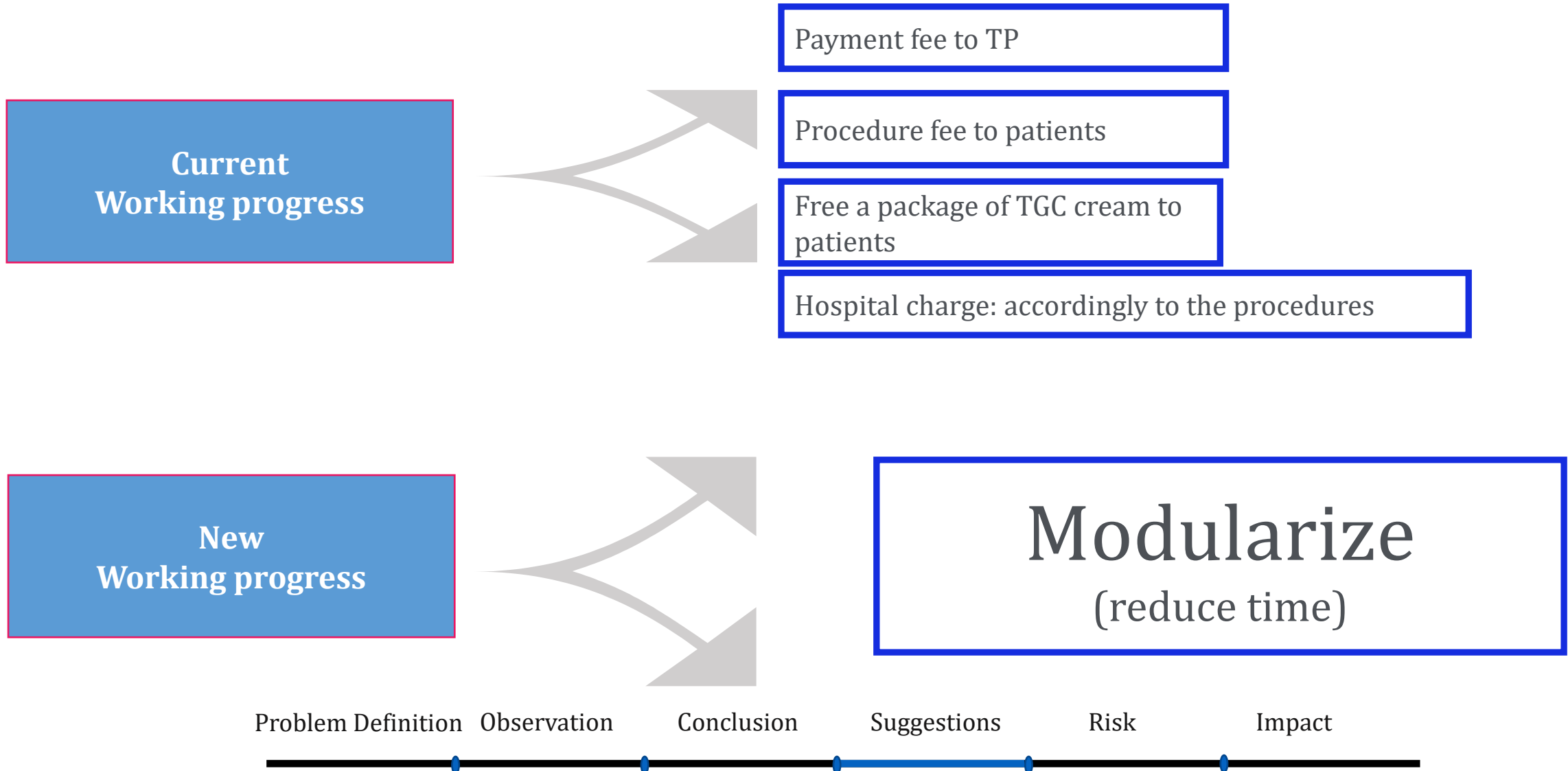
Problem Definition Observation Conclusion Suggestions Risk Impact



How can CNES improve current system?



Modularize working process



5.Risk

Main costs of the suggestions



Marketing Costs

To increase the exposure, we suggest the company to keep giving out free samples and use social media to promote.

Regulations Costs

To get permission, the company need to pass local trial tests in every country it chose to expand.

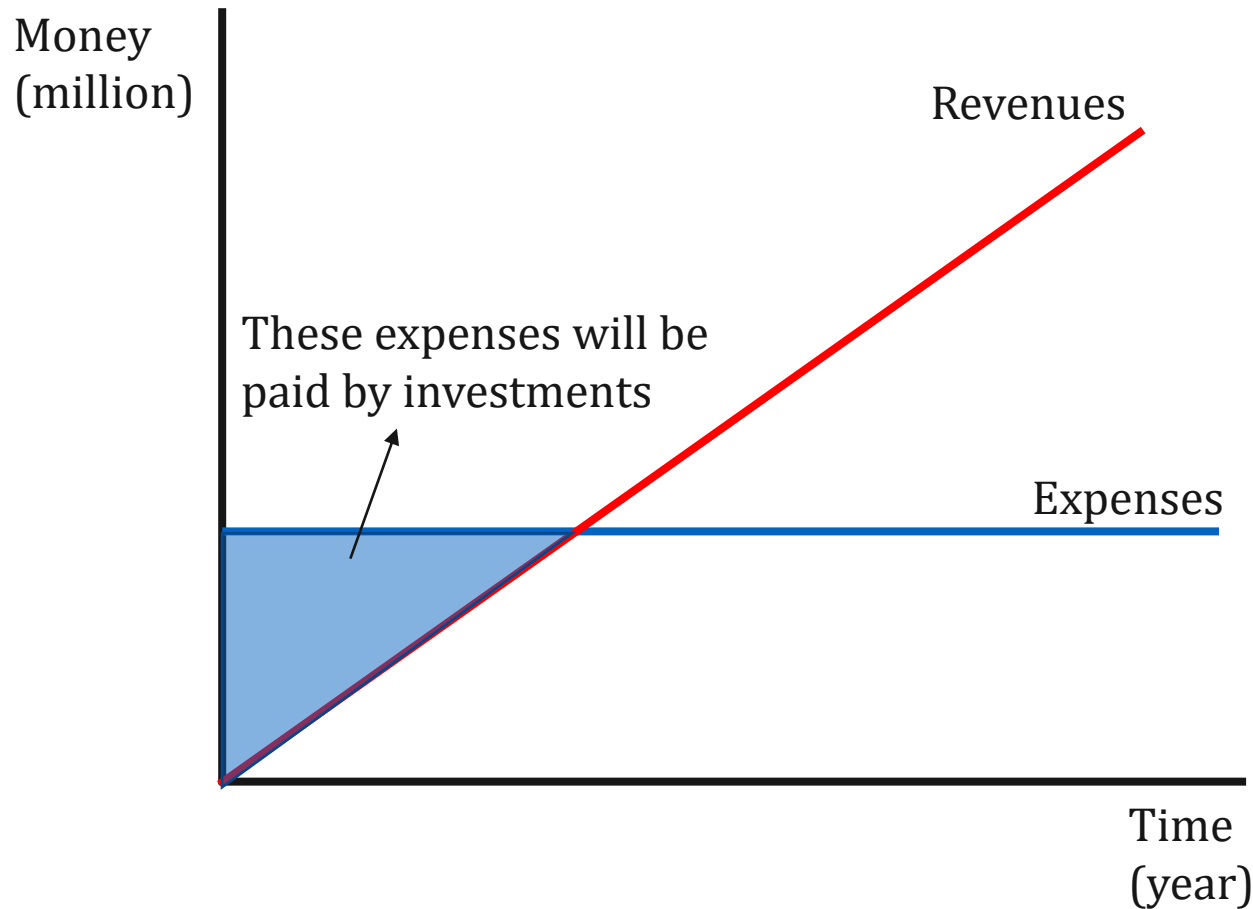
Time Costs

To make international expansion, the company needs time to evaluate different regulations in different countries. Besides, it will take times to get permission.

Problem Definition Observation Conclusion Suggestions Risk Impact



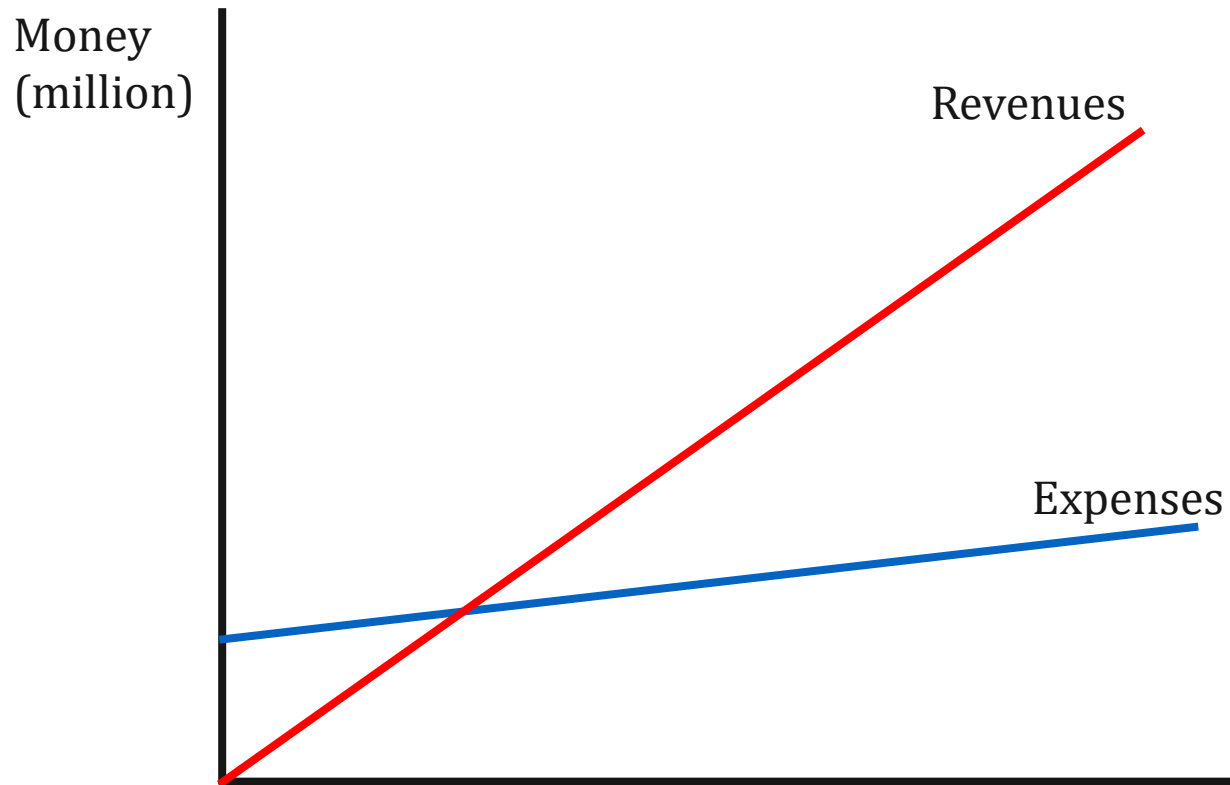
Short-term risk Mitigation



Fortunately the marketing costs can be seen as a fixed costs At the beginning, the expenses can be covered by investments. After the company start to make money, there will be revenue. The revenue can be expected to growth in the future according to the expected growth of the market. Therefore we can highly expected that in the long-term, the company can make profits.

Problem Definition Observation Conclusion Suggestions Risk Impact

Long-term Risk Mitigation

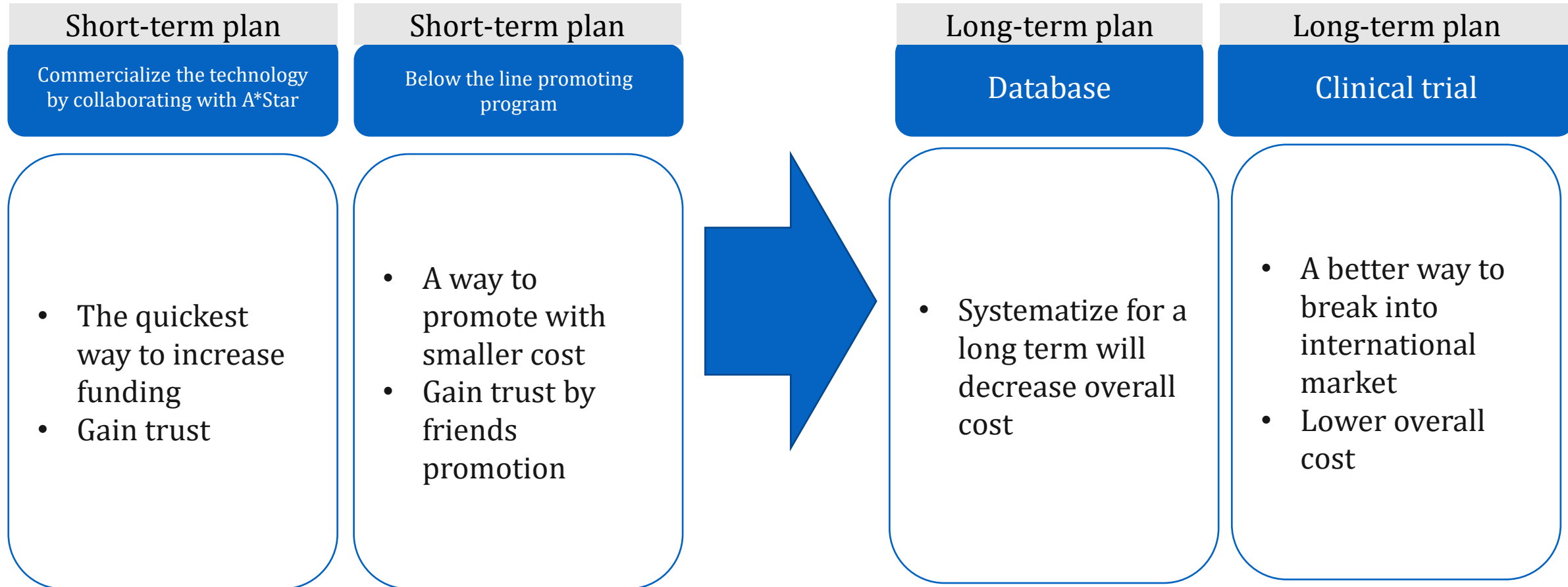


Although the costs of regulations can be different, but as it could be predict, the slope of it is more flat than the slope of revenues. Since the company can decide when and where to expand, they can make the process be more moderate. Therefore, in the long-term, the company can still make profits.



6.Impact

Overall impact



Problem Definition Observation Conclusion Suggestions Risk Impact

Q&A