Case Study: Health Tech – GTM-to-Contracts Mandate in Southeast Asia

🎯 Engagement Type

Full Execution – Market Activation & Commercial Conversion Mandate (18 months)
🏥 Sector: Health Tech | 📍 Region: Southeast Asia

The Challenge

A health-tech company had developed a high-performance signal compression system originally used in aerospace, now adapted for medical imaging and telehealth infrastructure. The system significantly improved real-time diagnostic transmission, especially in regions with low network reliability.

However, they struggled to:
- Articulate a credible positioning to clinical and non-clinical decision-makers
- Gain access to private hospital chains and telemedicine buyers
- Convert trials into structured commercial contracts across new geographies

What We Did

Instaura was engaged on an 18-month commercial execution mandate to lead market entry, secure early adopters, and convert traction into revenue.

Key actions included:
- Designing the Signal Stack to frame the solution around clinical efficiency, diagnostic precision, and operating cost reductions
- Building segmented GTMs for private hospital chains, cross-border diagnostics groups, and public innovation pilots
- Engaging local advisors, clinical validators, and medtech sales teams in key Southeast Asian countries
- Structuring low-friction pilot programs with clear commercial pathways and internal champion buy-in
- Owning all buyer-side conversations — including pitch narratives, contracting, and partner onboarding

Outcome

♀ First 6 Months:
- Launched a pilot with a private diagnostics provider
- Secured a $130K paid integration contract
- Opened referral access to two regional hospital groups

🔁 Over 18 Months:
- Closed 3 commercial contracts across private hospitals and cross-border telemedicine networks
- Total commercial value delivered: $7.4M
- Supported entry into a government-linked innovation board for future public tenders
- The company now operates with a localized GTM, channel-led sales model, and in-region revenue operations

Why It Matters

Even powerful clinical technology cannot scale without the right signal, structure, and sales orchestration.

This case shows how founder vision, backed by execution rigor, can transform a deep-tech product into a regionally adopted healthcare solution — with measurable commercial outcomes.