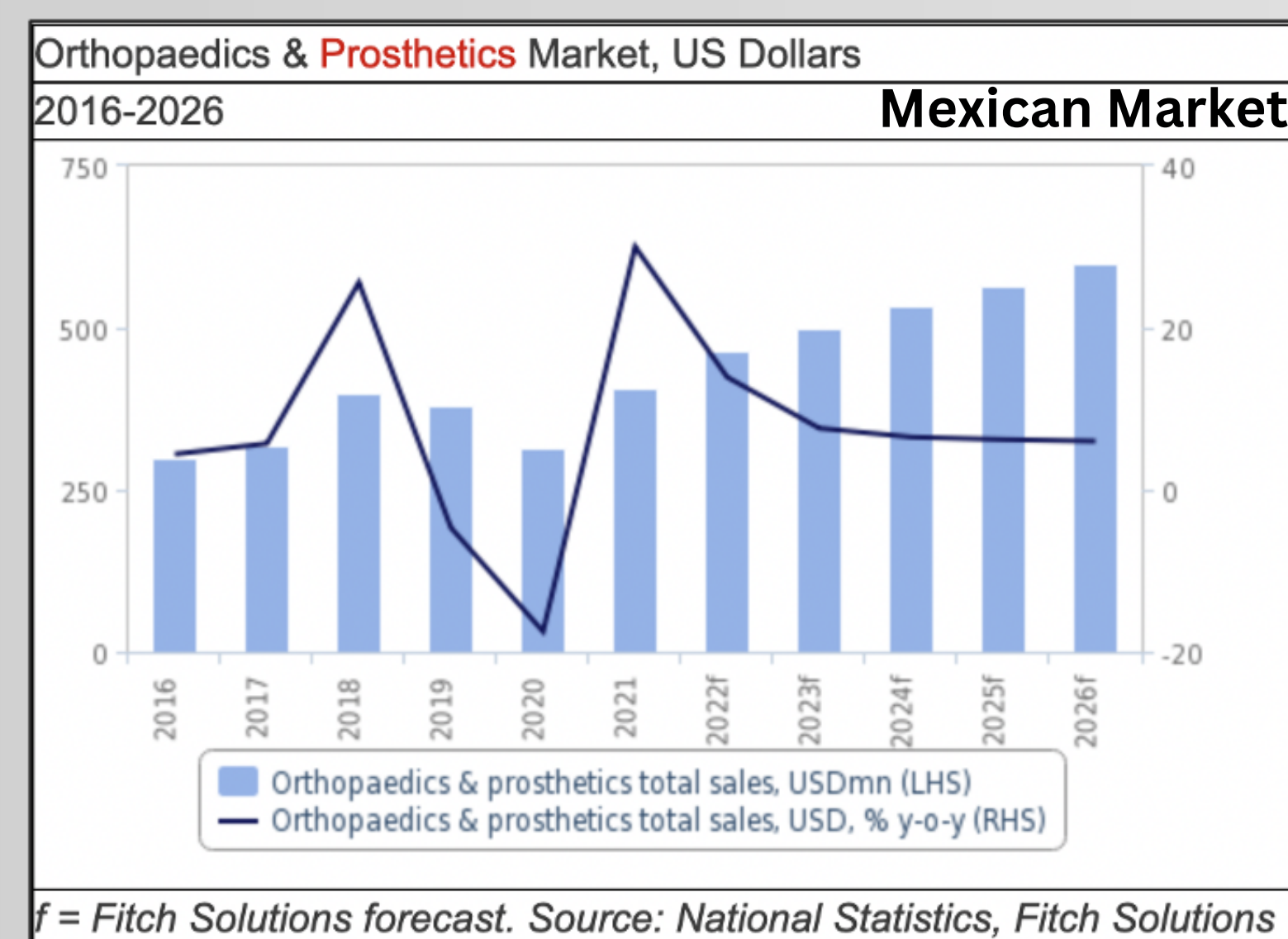
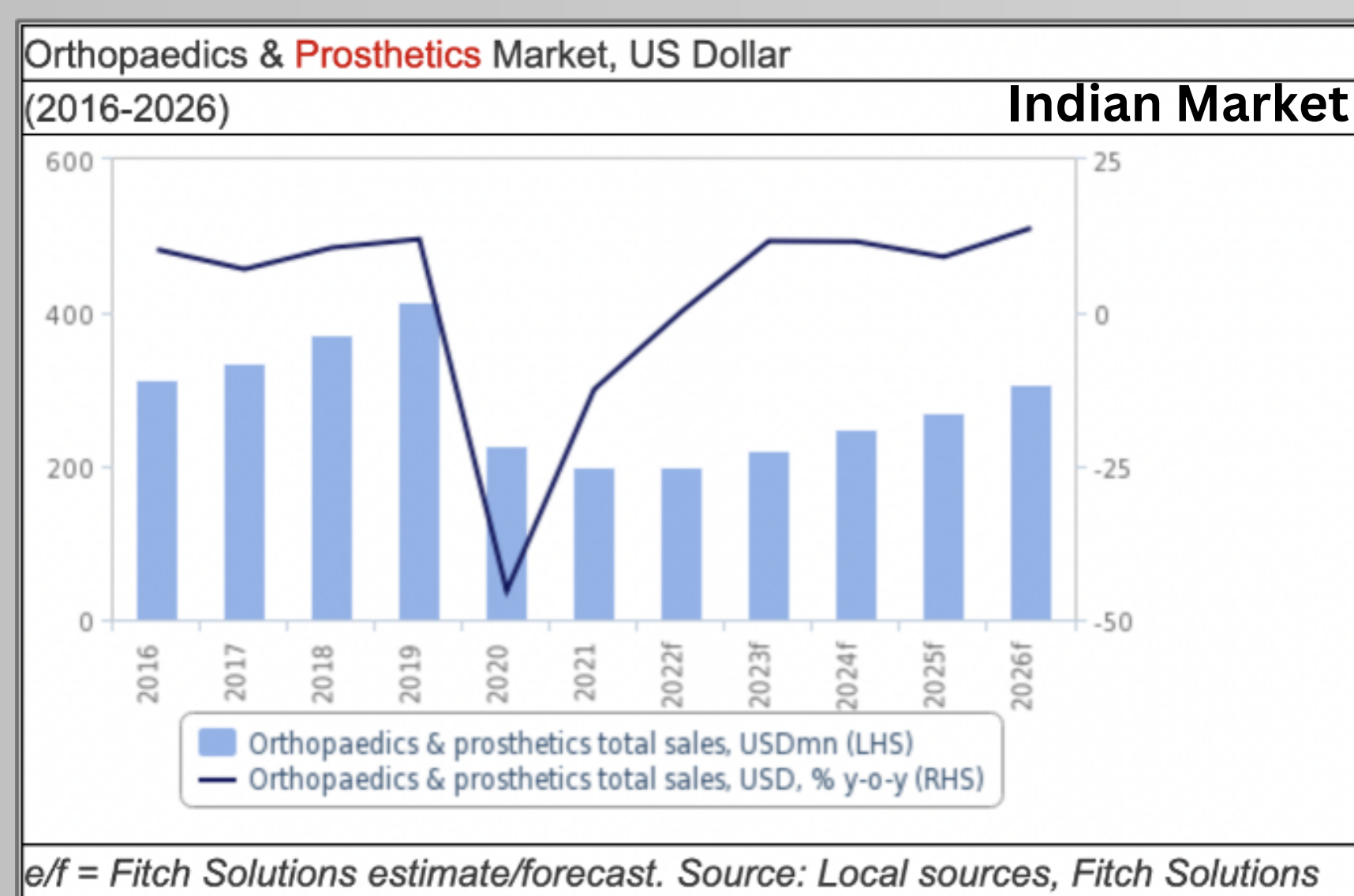


Project Aims & Objectives:

The Innovation Sprints Team was tasked with researching Mexico and India for a potential market entry into their respective prosthetics markets. The team was tasked to conduct country overviews, competitive analyses, and authenticate the demand validations through exploratory data analysis.

1 Country Overviews



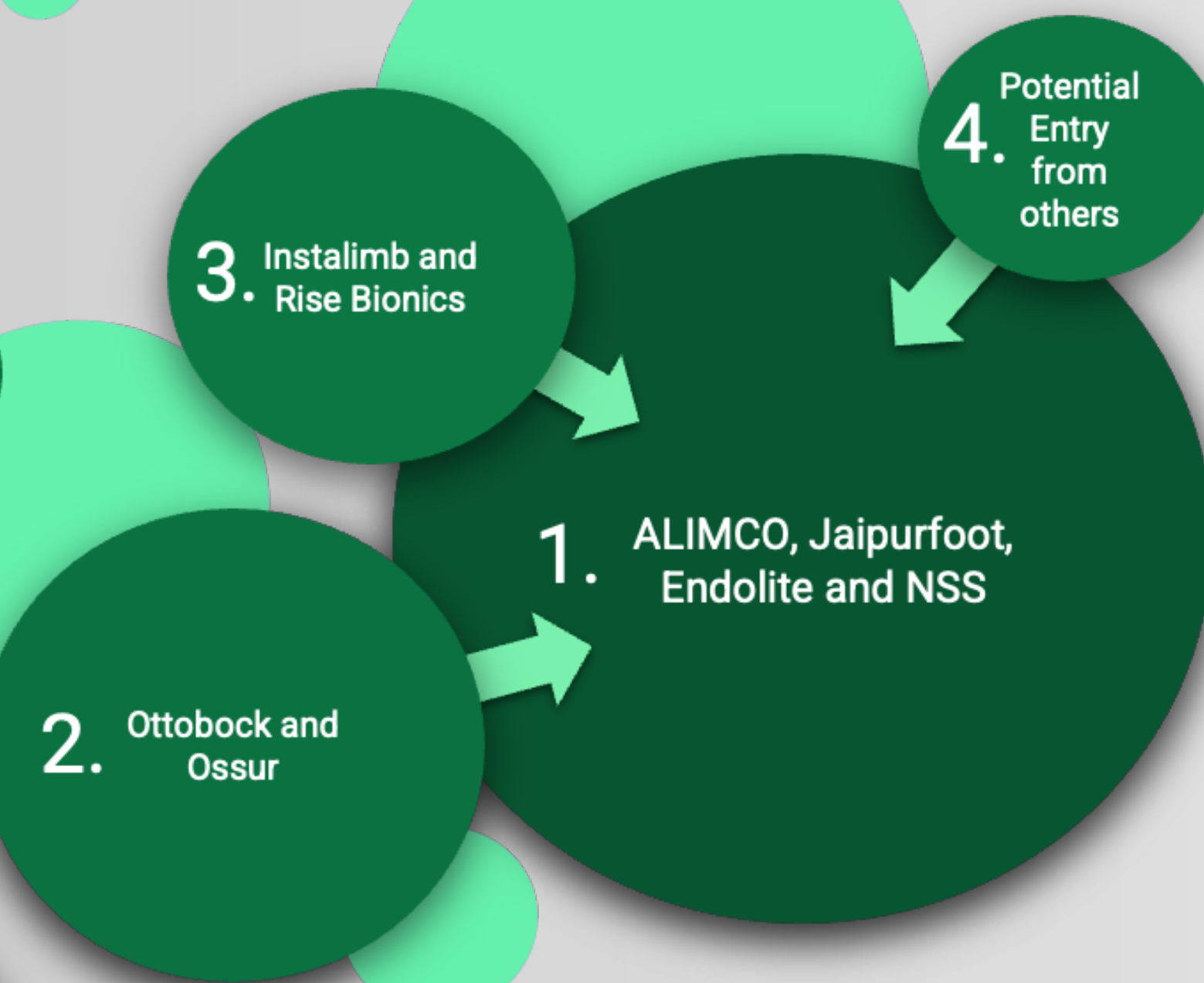
Based on our research, both markets are challenging to enter because of competition of domestic manufacturers and government's protection of them.

Each country showed significant prospects for a potential market entry. To come to this conclusion, the team did research on historical growth trends, regulatory environments for bringing foreign medical devices into domestic markets, and the common causes of Below-the-Knee Amputations.

2 Competitive Landscape Analysis

Indian Market

1. Local existing competitors
2. Global leaders
3. Small innovative prosthetics companies
4. Competitors like LIMBER looking for market entry



Mexican Market

1. International competitors
2. Local dealers / clinics with providers of prosthetics
3. Collaboration with local manufacturers

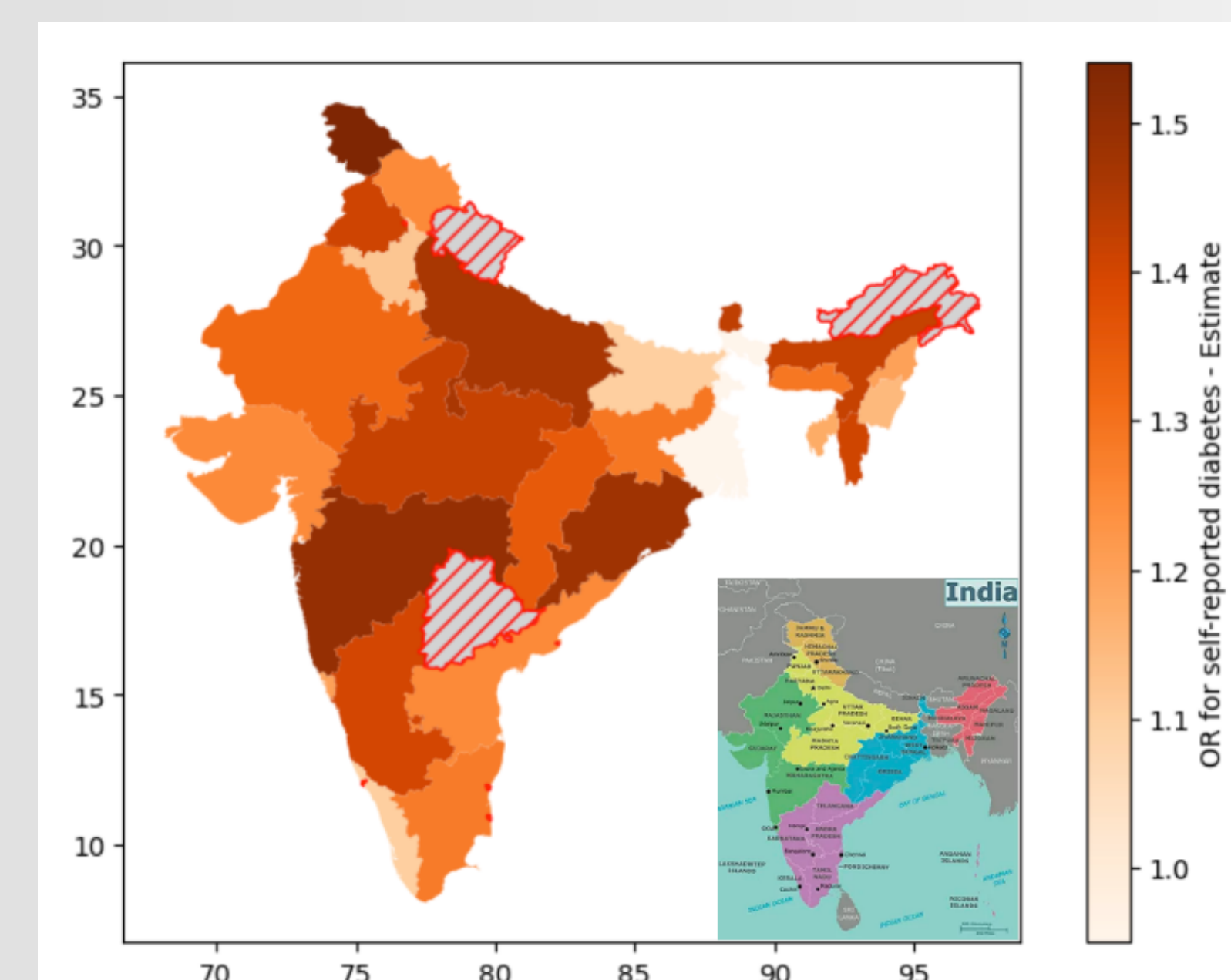
This step required research on local-level competition and information on their price ranges, prosthetics offerings, domestic manufacturing facilities, distribution methods, and future plans for expansion.

LIMBER Prosthetics & Orthotics Project



LIMBER Prosthetics & Orthotics, Inc (Limber P&O) provides low-cost custom 3D-printed prosthetics to those in need. LIMBER is taking a systems-engineering approach to integrate imaging, modeling, simulation, testing, and additive manufacturing to create affordable, unibody prosthetic devices that can be tailored specifically to each user's needs.

3 Data Analysis: Demand Validation



As one of the most possible cause of amputation, the team looked at Indian's diabetic impact data and then performed demand validation on top of it.

Fig. Diabetic impact Indian population on geographical scale

4 Final Recommendation

Based on the research, the team recommended Limber Prosthetics & Orthotics to enter the Mexican market as the first international market.

India's price-sensitive market, the dependency on government-subsidized prosthetics as well as overall saturation of the prosthetics market make it nearly impossible for Limber P&O to make a realistic market entry.

Comparing to the Indian market, the Mexican market would be a better fit for LIMBER P&O as an international market entry.

Following this phase of analysis, there is a need for deeper research into the pivotal distributors and key industry players within the Mexican market.

In summary, our team has assisted Limber P&O by systematically eliminating less viable options through robust evidence-based insights. This strategic approach has successfully streamlined and clarified their international expansion plans.

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