



Melow Connect

Strategic Market Entry & Business Development Consultancy

About Melow Connect

Melow Connect is a boutique consultancy specialising in strategic market entry and business development for global healthcare and life sciences companies targeting Brazil and LATAM.

Strategic Pillars

- Global Market Entry Strategy
- Business Development & Strategic Partnerships
- Brand Plan & Go-to-Market
- Data & Technology Solutions
- Business Intelligence & Insights

Our Entry Framework

1. Market Intelligence	Competitive landscape, regulatory assessment, forecasting.
2. Strategy Definition	Entry models, pricing, commercial strategy.
3. Partnering & Negotiation	Scouting, BD, due diligence, deal terms.
4. Execution & Growth	GTM, dashboards, digital acceleration.

Contact

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