

# Taking local healthcare innovations global

VentureBlick is fostering a unique cross-border cross-sector healthcare innovation ecosystem, prioritising true medical value above all else

**Discovery****Super Incubator****Consulting**

## Leverage our global presence

- 📍 4 VENTUREBLICK OFFICES
- 🚩 7 JLK MANUFACTURING FACILITIES
- ❤️ 2000+ VB ADVISORS

**30+**Employees  
in 4 locations**2,000+**Healthcare experts  
across 60+ locations**50+**Ecosystem partners  
in 5 locations

Find out the different ways you can get involved in the future of healthcare at [www.ventureblick.com](http://www.ventureblick.com)

Contact us at [india@ventureblick.com](mailto:india@ventureblick.com)



## Real Cases, Real Success: Hear From Our Clients

Client: Castomize	Location: Singapore
Track: Early Stage	Medical Segment: Orthopaedics



# From an idea to a real business

**Seed Funding • Product Refinement  
• Market Entry**



## CHALLENGES

Castomize has developed a revolutionary 4D-printed orthopaedic cast. Despite its unique technology, it faced challenges when refining its product design and manufacturing plans, developing a commercialisation strategy, and securing seed funding.

## SOLUTIONS

**Fundraising Campaign:**  
VentureBlick showcased Castomize to nearly 500 global medical investors through channels including 1-to-1 meetings, events, webinars, and social media.

**Pitch Enhancement:**  
VentureBlick increased Castomize's appeal to investors with videos, marketing materials, and feature articles.

## Design & Manufacturing Partnerships:

VentureBlick connected Castomize with top-tier partners, such as Innovation Factory and JLK Technology, to accelerate its product development and mass manufacturing.

## Pilot Market Access:

VentureBlick completed product registration and reimbursement approvals in Korea on Castomize's behalf, to help prepare for market entry.

## Dedicated Resources:

VentureBlick appointed a dedicated mentor for ongoing guidance, as well as a Korea-based sales and marketing rep to manage go-to-market.

## RESULTS

**Medical Validation:**  
Within 2 weeks, Castomize's technology was vetted and approved by a global network of doctors who provided additional advice and insights.

## Seed Funding:

Castomize exceeded its initial target and raised US\$281,000 in just 2 months.

## Prioritised Market Entry:

With VentureBlick's help, Castomize identified and settled on Korea as its pilot market for initial sales.

## Product Registration & Sale:

VentureBlick obtained KFDA registration for Castomize in Korea, clearing a major hurdle for sales.



**Abel Teo, Co-Founder & CEO of Castomize:** "VentureBlick guided us at every step of the process. Advice aside, their actions speak even louder – from securing our seed funding to helping us connect with partners, and even getting regulatory approval in our target market, they've been invaluable in helping us to achieve vital milestones as an early-stage startup."

## Real Cases, Real Success: Hear From Our Clients

**Client:**  
MediThinQ

**Location:**  
Korea

**Track:**  
Growth Stage

**Medical Segment:**  
General Surgery



# MediThinQ

## From Korea to the world

**Series B • Global Expansion  
• Commercial Partnership**



### CHALLENGES

MediThinQ, a startup developing extended reality (XR) displays for surgeons, faced issues when navigating potential partnerships with MNCs while simultaneously scaling up its production and securing Series B funding.

### SOLUTIONS

#### Commercial Deals and Partnerships:

VentureBlick's founder and CEO Chris Lee, a veteran healthcare executive, is leveraging his experience, influence, and network to help optimise MediThinQ's negotiation strategy, secure new partnerships, and create the best commercial outcomes.



**Seung Joon Im, Founder & CEO, MediThinQ:** "VentureBlick has made a huge difference for us in just a few months. They helped us to secure distribution deals, raise funds, accelerate mass production, and expand globally. Their unmatched capabilities and network have set us on a path towards commercial success."

#### Global Brand Enhancement:

VentureBlick is building MediThinQ's brand equity for maximised impact in commercial negotiations and fundraising activities. These include refining and glocalising marketing materials, establishing relationships with key opinion leaders, building MediThinQ's social media presence, as well as organising events and participating in trade shows to bolster brand awareness.

### RESULTS

#### Global Funding:

VentureBlick is helping MediThinQ with its Series B fundraising by connecting them to international investors and facilitating product showcases in Singapore and Europe. US\$2.67M has been secured so far, and discussions with other potential investors are still ongoing.

#### Key Partnerships:

With VentureBlick's support, MediThinQ secured a distribution agreement with Medtronic USA under very favourable terms, and onboarded an experienced manufacturer with regional facilities to scale towards mass production.

#### Global Reach:

VentureBlick has extended MediThinQ's presence and recognition beyond Korea, and established a solid foundation that positions the startup well for future buyout opportunities.

**Real Cases,  
Real Success:**  
Hear From Our Clients

**Client:**  
JLK Technology

**Industry Segment:**  
Expansive CDMO

**Location:**  
Singapore, China,  
India, Vietnam,  
Thailand



## JLK Technology

# Establishing ownership and credibility within medtech

**Business Consulting • Rebranding • Technology Scouting**



### CHALLENGES

With a foundation in custom automation and consumer electronics, JLK sought to develop its capabilities and establish a presence within medtech. Challenges included building a portfolio in the sector, as well as attracting new clients and partners.

### SOLUTIONS

**Technology Scouting:** VentureBlick is helping JLK to shortlist medtech devices that it can own and produce, while leveraging its strengths for market differentiation and sustainable profitability. Work includes landscape mapping, stakeholder engagement, opportunity assessment, IP strategy, and commercialisation.

**Brand & Marketing Refresh:** VentureBlick is rebranding JLK to align with its new priorities and strategy. This project spans a comprehensive brand assessment, brand identity development, digital presence enhancement, social media strategy, and production of essential marketing materials and other such collaterals.



**Lim Chin Hui, Founder & Chairman, JLK Technology:** "Joining forces with VentureBlick has been one of our best decisions. I trust them and enjoy working with them. Their enormous efforts in scouting technologies for us, refreshing our brand, and introducing us to partners have set the stage for our future in medtech."

### RESULTS

**Product Ownership Insights:** VentureBlick uncovered potential in the growing Negative Pressure Wound Therapy market, valued at \$3.6B by 2027, for JLK to consider entering.

**Global Production Contract:** Coordination efforts by VentureBlick secured an exclusive global manufacturing agreement for JLK, to manufacture and supply products for leading players such as Medtronic.

**Investment Opportunities:** VentureBlick has introduced JLK to several promising investment opportunities within the medtech sector to establish an exclusive network and foster mutual growth for all parties.

**Revitalised Brand Identity:** JLK is undergoing a comprehensive rebranding exercise, which will create a fresh corporate identity to be integrated seamlessly across its operations. This will better position the company for its new business direction.