



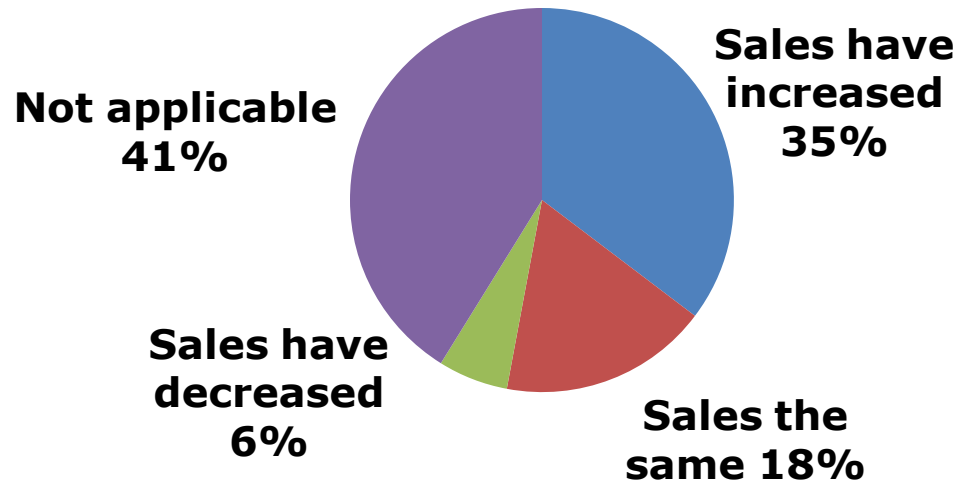
## **2010 Industry Outlook Survey**

- **Survey conducted May 2010** by the Biomedical Device Innovation Zone
- **Emailed to 180 contacts** in the region's medical device industry
- **20% of the response rate**



# Key Findings

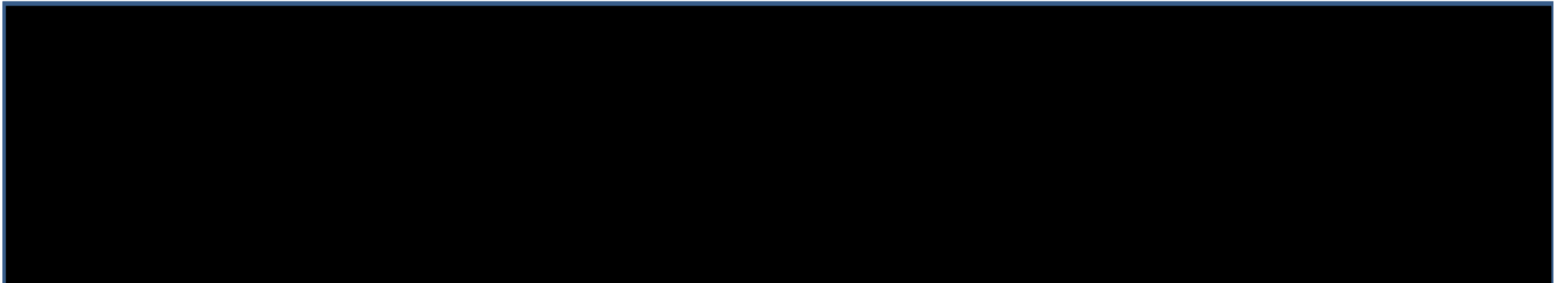
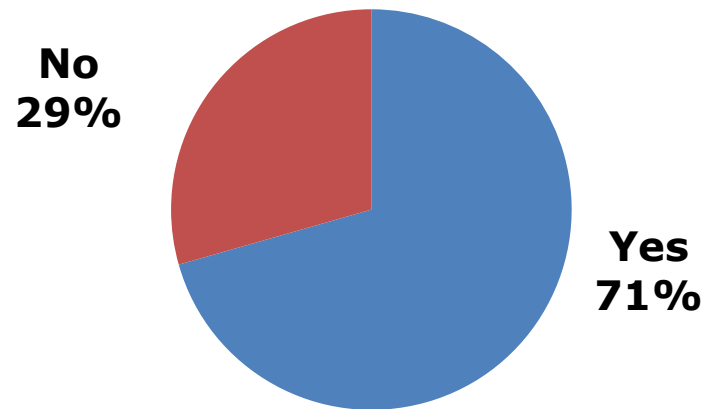
*Have you noticed any changes in sales in the last 6 months?*





# Key Findings

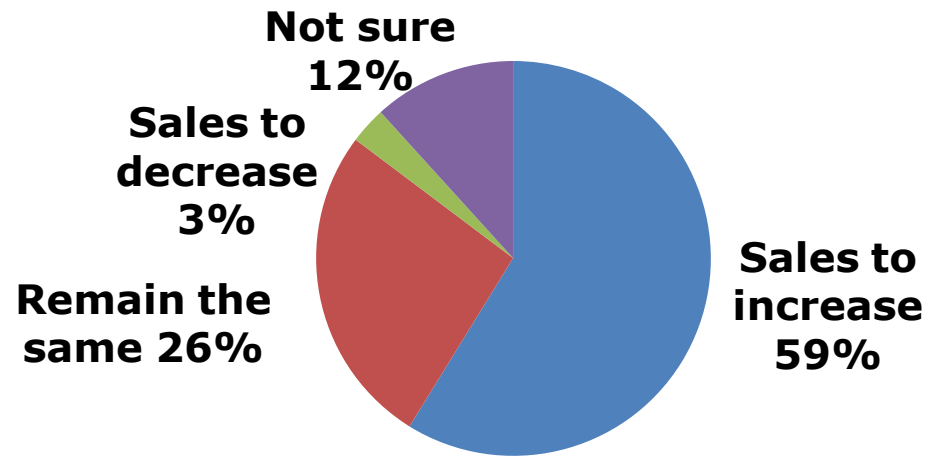
*Do you plan to expand into new markets?*





# Key Findings

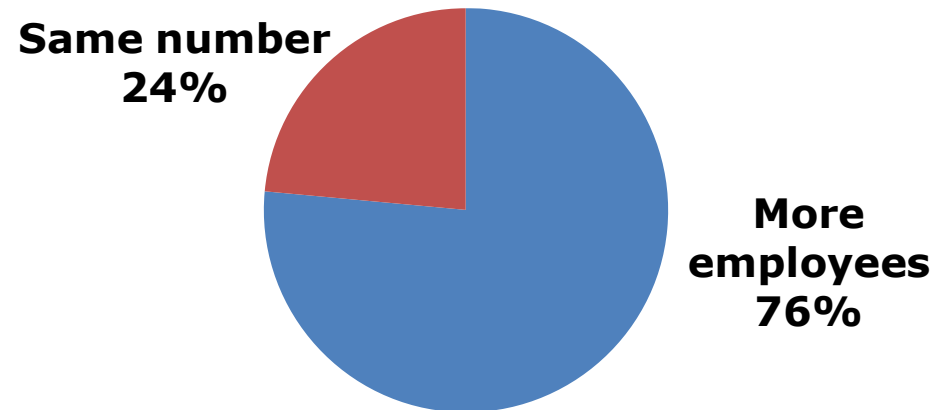
*How do you feel about the sales prospects for your company in the coming year?*





# Key Findings

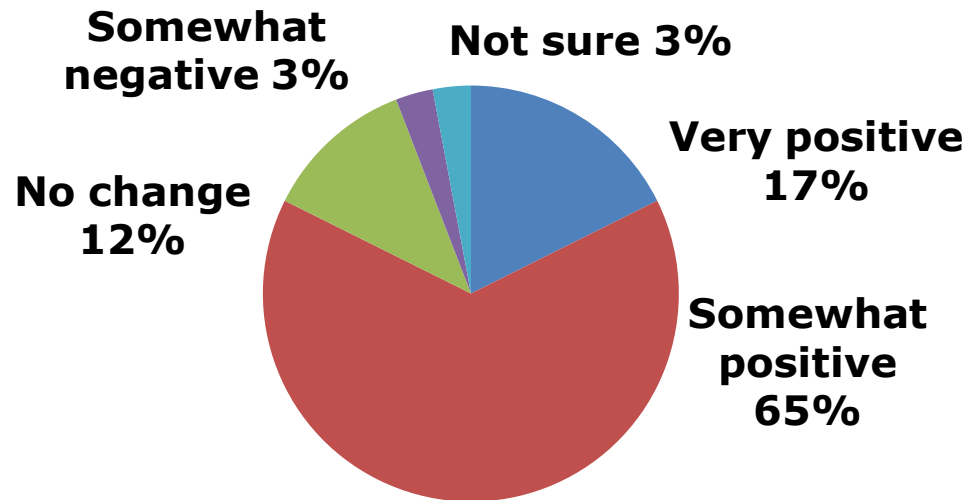
*Will your company employ more or fewer people one year from now?*





# Key Findings

*What is your outlook for the overall business environment for the industry in the coming year?*





# Key Findings

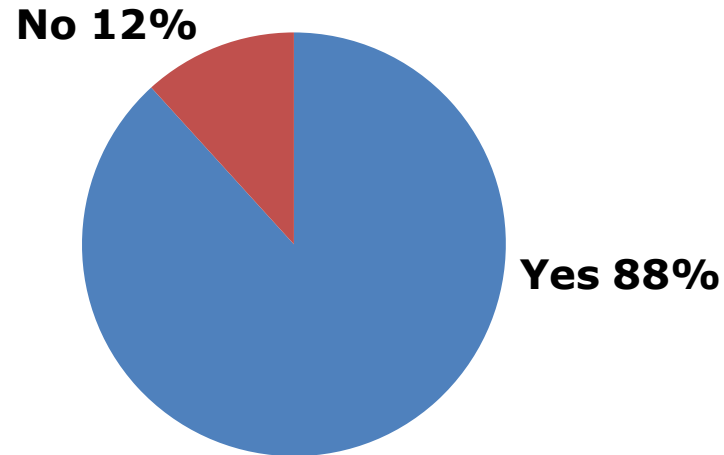
## *Key strategies adopted for surviving this current economic challenges*

- Enter into new collaborative partnerships
- Focus on one key product
- Develop a core platform technology
- Develop new funding partners
- Reduce Overhead



# Key Findings

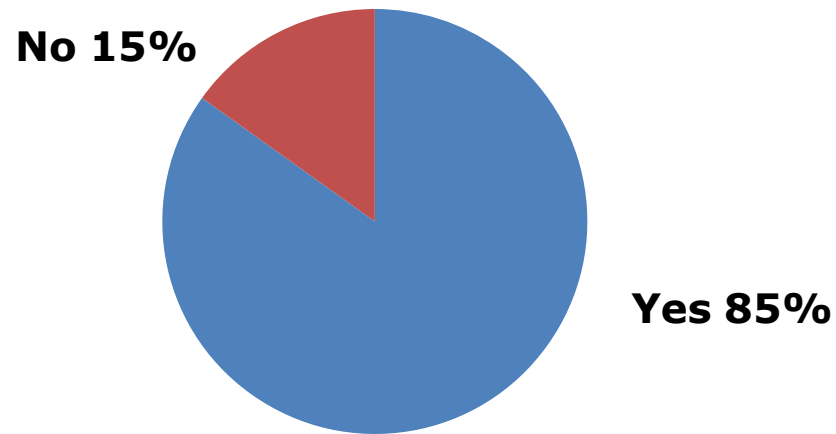
***Are there currently unrealized commercial opportunities within your company?***

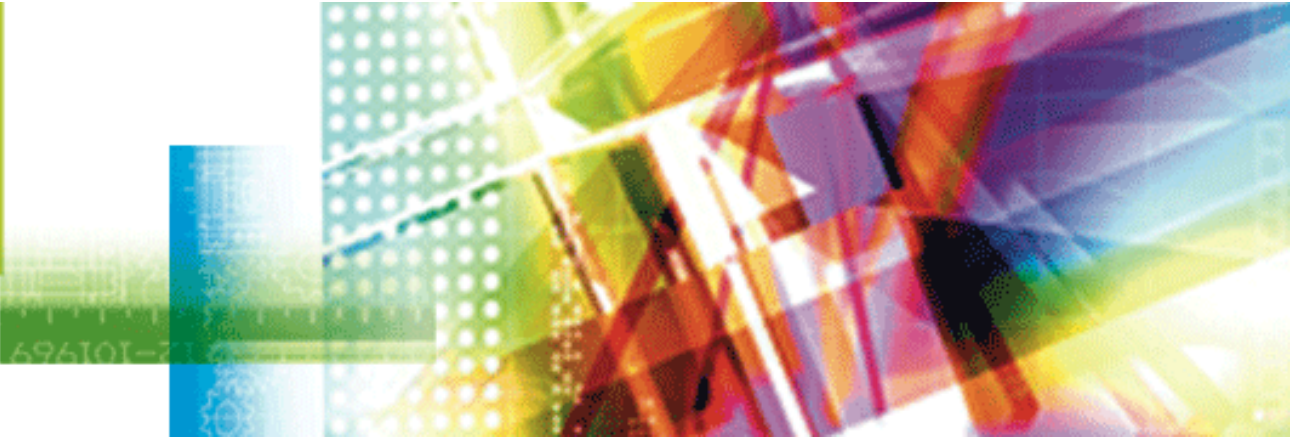




# Key Findings

***Would you pursue these opportunities if additional resources and support were available?***





# Partners

