

# The Launch Pad



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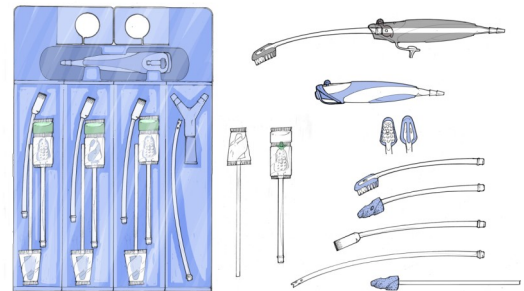
## Bringing Medical Innovation to Life

**Often the best inventions come from physicians and other healthcare providers.** Advances in surgical procedures demand new tools. Physicians, dentists, and even surgeons have first hand experience to devices and instrumentation used in their medical professions. They also have the ideas, knowledge, and understanding to innovate.

**Ideas now have to come to life.** Medical product innovation requires precision, experience, and compassion. Human factors and regulatory requirements are intricate components to developing meaningful products that improve lives.

### Steps to bring your medical product to market

- Step 1— Do Competitive Research
- Step 2— Validate the Business Plan
- Step 3— Build a Prototype
- Step 4— Productize Your Technology
- Step 5— Launch Your Product



Contact Ottilie Pendelton, New Product Development-Medical at 404.372.0389 or [ottiep@slingshotpdg.com](mailto:ottiep@slingshotpdg.com) for more information on medical innovation

## Business Development Spotlight



**Slingshot PDG** welcomes Bob Burkhardt to the Business Development team. Bob is a consumer goods industry veteran with experience in both domestic and international marketplaces. He has created and managed an extensive array of both marketing and product development programs. He has launched over 100 major products into mass retail, direct sales, and television with revenues exceeding \$800 million. Bob has been integral in the development, ideation and introduction of over 24 pieces of intellectual property. His ability to maximize sales revenue through innovative business solutions has been a benefit to corporations who expanded and customized product offerings to regain market share.

Contact Bob directly for more information on how to increase your profitability with new product innovation.

**Bob Burkhardt** - email: [bobb@slingshotpdg.com](mailto:bobb@slingshotpdg.com) phone: 972.837.5134

Slingshot Product Development Group is one of the Southeast's leading vertically integrated product design, manufacturing, and commercialization firms. Our intrinsic passion for innovation lies within every team member, enabling our company to create revolutionary new products that drive demand in today's market. Since our inception in 2001, Slingshot PDG has completed over one-thousand projects by cultivating strategic partnerships with clients and converting opportunities into revenue. Our product development expertise in medical devices, consumer products, ruggedized packaging, and productizing technology translates into a successful innovation process. **INNOVATE. LAUNCH. SUCCEED**

Slingshot Product Development Group, Inc 1665 Lakes Parkway, Suite 102 Lawrenceville, Georgia 30043 [www.slingshotpdg.com](http://www.slingshotpdg.com)