



MaxNova®

Innovation for Better Life

**We Build
Innovative MedTech Solutions
For China and Global Markets.**

By Adopting the Open Innovation Approach,
We Accelerate the Processes of
New Product Development and Commercialization.

MaxNova Medical | 2022

Company Overview

Who We Are

MaxNova builds innovative medical technology solutions to improve human health globally. By adopting the open innovation approach, we accelerate the processes of new product development, commercialization and Go-To-Market, and create value for our partners and customers.

China is now the second largest healthcare market in the world. As an emerging market, it still needs accesses to the innovative medical technologies created from other parts of the world.

Our Three-Step Solution is designed to solve the market problem and meet its needs. It consists of three steps: Partnerships, China-based Localization and Commercialization, and Go-To-Market. Through the Open Innovation Approach, MaxNova Medical partners with med-tech innovators from all over the world, makes full use of industry resources to localize the products into China, and then brings them to the market.

It is important because through the Three-Step Solution, MaxNova aims to remove the key entry barriers existing between the advanced technologies and the market needs, and thus create value for both the innovators and patients.



Our Mission

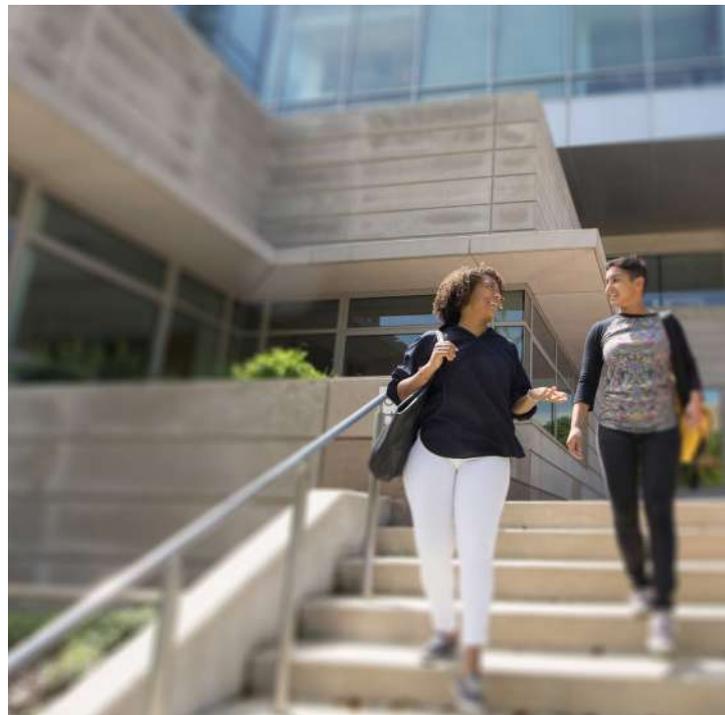
Innovation for Better Life

To make medical technology innovations benefit human health through the open innovation approach that speeds up the processes of product development and commercialization and creates value for our partners and customers.

Company Background

MaxNova Medical was founded by a group of medical industry experts.

Headquartered in Hong Kong, MaxNova has its operational centre in Shenzhen, China, where the core parts of the Three-Step Solution are implemented.



Why MaxNova Medical



Knowledge, Experience and Efficiency

MaxNova Medical has a team proven to be knowledgeable and experienced in medical technology industry. In addition, as a world-level business hub, Hong Kong is expected to provide us with a highly efficient platform for both the business operations and intellectual property management.



Removal of Entry Barriers

Our China-based localization and commercialization processes are aimed at essentially removing the entry barriers to China market, and contributing to our innovation partners, hospitals, and patients.



Markets and Revenues

After the commercialization process of the products, our established marketing and sales team then bring the products to China and other emerging markets, offering the patients with more innovative and cost-effective solutions, and in the meantime, generating real revenues.



Benefits from China Capital Market

To ensure the success of our plans, we take on the responsibility of fund-raising for each of our projects in China and have our mission powered by the Chinese capital market.

Global Partnerships

Overseas manufacturers are facing entry barriers to the Chinese healthcare market. Those barriers may include the challenges caused by policy reform, ever-changing market requirements, reimbursement cuts, and pressure from government to prioritize the purchases for domestic products. MaxNova was created to solve the problem. It removes the entry barriers, helps our partners enter the China market and captures the opportunities from the world's second largest healthcare arena.

MaxNova Medical works on early, mid, and late-stage med-tech projects with the global innovators who are committed to the disruptive innovations in the areas of oncology, neurology, advanced surgical technologies, and emerging medical technologies.



China-based Localization and Commercialization

MaxNova's Operational Processes on China side include

- Capital Funding
- Localised Research and Development
- Regulatory Registration Process
- Market Access Process
- Manufacturing Outsourcing Solution

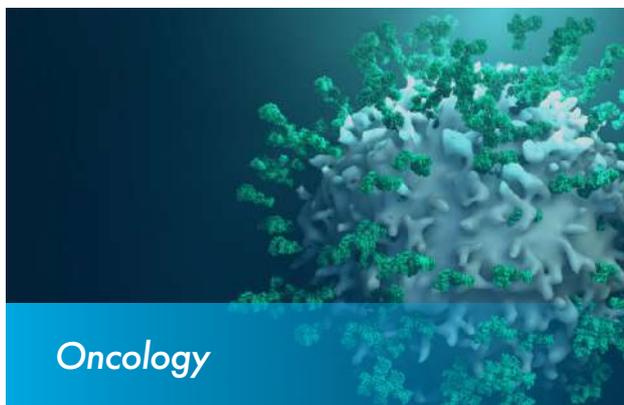
MaxNova Medical leverages its capabilities and local resources to localize the products into China. It is an essential step for the med-tech innovators to break through the barriers and enter the market.

Go-To-Market

At this step, MaxNova brings its innovative products to both the domestic China market and the overseas emerging markets to meet the market needs and generate sales revenues.

With more than 20 years of healthcare experience, MaxNova's management has performed well in implementing its marketing and sales plans covering 10,000 public hospitals in China. For overseas emerging markets, our global business unit has become a mature team for the distribution of healthcare products in Europe, the Middle East, Southeast Asia, and South America.

Focus Areas



Oncology

China holds the largest number of cancer cases worldwide, with 4.57 million new cancer patients diagnosed and 2.43 million deaths caused by common cancer types in 2020.



Neurology

Aging Population is a long-term driver for the development of neurology med-techs. China has a population of 1.4 billion. Among which there were nearly 250 million people, around 17.8% of the total population, aged over 65 years old by 2020.



Advanced Surgical Technologies

To create synergies between key areas (such as robot assisted and minimally invasive technologies), MaxNova Medical integrates the most innovative surgical technologies into its product portfolio to continuously reduce patients' surgical trauma, shorten operation time and improve patients' health outcomes.



Emerging Medical Technologies

Emerging medical technology is one of the focuses of MaxNova Medical. The COVID-19 pandemic accelerated the development of healthcare digitalization. Disruptive innovations based on the combination of medical technologies and some other emerging technologies, such as 5G, blockchain, and mobile terminals, are now coming to people's real life. It is believed to help alleviate the shortage of hospital resources, improve the efficiency of diagnosis and treatment, and knock down the general costs for patients.

Contacts

Map & locations



Information

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