

ABOUT US PAGE

*u*Lógica: An Integral Part of Your Success

Bringing a product to market is a lengthy, expensive, high-risk process with small windows to realize a return on your investment. In fact, many companies find that the process to select a lab, CMO, CRO, and/or distribution channel(s) is very challenging – especially when venturing into a different country.

At *u*Lógica we take advantage of our strong base in North America and several key Latin American countries (LATAM) to create and execute effective strategies for registration, clinicals, and sales throughout these regions. Our blended experience includes a strong history of establishing and maintaining:

- Long-lasting partnerships
- Prosperous relationships
- Multinational outreach
- Collaborative planning

We also are proud of our Extensive Local Multinational Network (ELMN) throughout the USA and LATAM.

Experts in Pharmaceutical Product Delivery

We have collectively spent decades investing in and cultivating key relationships with those who have distinguished expertise in:

- Discovering new drugs, medical devices, cosmetics and biologics
- Developing these products from start to finish
- Bringing them to national and international markets
- Driving fast and sustained revenue growth

With *u*Lógica as a partner, you will gain a SINGLE point of contact for tackling big initiatives that require in-depth analysis, objective evaluation, local connections, and a deep understanding of the Life Science industry. We are proud to deliver exceptional value to clients through our global resources and responsive processes.

Meet & Greet

The first step in developing a partnership is getting to know each other. Our focus is on creating a strong baseline of communication and understanding before we uncover the details about your project. We want to know what is important to you.

Then, as your trusted advisor, we can use this information to expedite the process of achieving your goals.

Defining Your Vision

Using our newly created line of communication, we begin to define the specific objectives necessary to bring your product to commercialization. This process includes identifying:

- The country or countries to target
- Who will use the product
- Which other products are currently used
- How your product adds unique value
- Which distribution/sales channels will work best

We will put together a comprehensive course of action that is customized just for you.

The Game Plan

A detailed Statement of Work (SOW) will clearly spell out the entire project including timelines, resources and cost. We will also make sure to optimize all project development efforts, remain fully compliant, and work to control costs in the agreed upon timeline.

As part of this process, uLogica will also carefully determine any necessary international resources that will be required to accomplish your product launch. From there, we simply endorse the agreement and bring your project to life!