

# Your entry into the German market

Fast, easy, and with the right partner by your side!

## Market access via DUCAH

The **Digital Urban Center for Aging and Health** offers comprehensive support to help you access new markets in the health and social services sector.

Every product needs a market, but startups and foreign solutions in particular often struggle to break into the market on their own. Reasons for this may include unfamiliarity with the target market, bureaucratic hurdles, approval criteria for new technologies, and competition from established companies.



### DUCAH Services

DUCAH's services include increasing visibility and developing communication strategies **tailored to specific target groups**, supporting **new client acquisition** and market entry, providing guidance on **funding opportunities** and assisting with consortium grant applications, developing people-centered **data governance strategies**, conducting **market and location analyses**, performing **user research**, and conducting accompanying scientific research—always in collaboration with our network.

DUCAH has extensive experience and a track record of successful projects in the field of market access. Contact us for more information!

### How can DUCAH help you enter the German market?

#### 1 | Understanding Markets

Market and competitive analysis, leveraging expertise from the DUCAH network, developing tailored marketing strategies for your topic, and producing white papers

#### 2 | Data and Compliance

Preparation of expert reports and data governance strategies for the German market, regulatory analyses, and recommendations for action

#### 3 | Networking

Establishing new connections with established industry partners, leveraging expertise from the DUCAH network, gaining access through the DUCAH Forum, and implementing "Better Living Solution" challenges in collaboration with the health and social services sector

#### 4 | Develop a new business model

Refining the value proposition for the German market, adapting to regulatory and structural conditions, developing sustainable revenue and financing models, validating through pilot projects and market feedback, and creating a scalable business and go-to-market plan

Incorporating third-party funding, assistance with applying for external funding, forming research and development consortia, and accessing the German funding landscape

#### 5 | Reach the target audience

Stakeholder analysis, user research, understanding the target audience, increasing visibility in the target market

To best meet the diverse needs and preferences of providers and customers alike, *DUCAH Market Access* offers **modular services** that **can be tailored** to specific projects and individual requirements.

### Your benefits at a glance

- ✓ Effective market positioning thanks to DUCAH's extensive expertise in the health and social services sector
- ✓ Discussion and evaluation of innovative solutions in a variety of professional and industry settings, such as the DUCAH Forum
- ✓ Experts from the DUCAH network provide guidance on market entry to ensure that products and services meet the high-quality standards and legal requirements of the health and social services sector.
- ✓ Increased visibility in a market segment that has been largely untapped in the digital realm.

Schedule a consultation with us to discuss your project!

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