

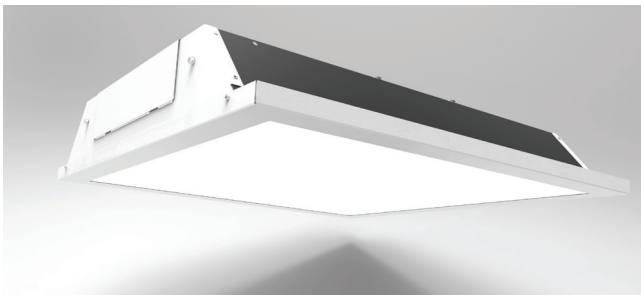
Market Insights for Light As Medicine – LED Lighting Fixture



Company Profile:

Asset: Vital Vio, Inc. is a manufacturer of overhead LED lighting fixtures with a unique ability to tune areas of the light spectrum to be germicidal to hit bacteria, mold, fungi, spores, and anything else that can cause infection.

Benefits: Nonstop protection for bacteria-sensitive environments while being safe to use around people; fixture is constantly cleaning as long as the light is turned on, even while the room is occupied and does not damage surfaces.



Key Questions:

Compound pharmacies with clean rooms in the Northeast US:

- Is Vital Vio fixture a way for these compound pharmacies to address the new FDA regs?
- How much would the compound pharmacies be willing to spend and what would stop them from purchasing?
- What information is needed to make a purchasing decision?
- What does the sales process look like?

Testimonial

"Through the insight garnered we validated the compounding pharmacy market with the research by CEG and RTI International. It has helped to identify opportunities and focused our efforts. This type of service is invaluable to small- and mid-size manufacturers like us."
— Colleen Costello, Co-Founder & President, Vital Vio

Project Outcomes:

- High level of interest in the technology
- Provides extra assurance for existing disinfecting regimen
- Characterized key aspects of market:
 - Included applications
 - Projected costs, pricing, growth potential
 - Key players / customers
 - Validation / regulation concerns
- Price point seems to be in line with what the industry can handle
- Need data to validate for compounding pharmacy industry

Project Impacts:

As a result of the project, the client:

- Realized **69% in cost savings** by working with their Regional MEP
- Learned of opportunities in markets that were previously unknown
- Received key contact info for compounding pharmacy space prospective customers
- Connection to firm that designs clean rooms for pharmacies within hospitals nationwide
- Generated **sales to date of \$30,000** with potential for about \$100,000 for the rest of 2015 in the compounding pharmacy space, and additional growth from there
- Vital Vio has set the **goal of \$7.5 million in revenues** for this industry sector

All CEG members have access to BGS services, which include programming for lean enterprises systems, technology acceleration, quality improvement, cost reduction, new market expansion, management strategy and sales growth. To schedule a consultation with CEG BGS Director Michael Lobsinger email michaell@ceg.org or call 518-465-8975 X238.