We Realize The New

inertia

Idea to Impact

How Inertia Helps Medical Device Startups Build Scalable Health Hardware

July 28, 2025

A bit about me ...

Manager, Partnerships

Connector Across Ecosystems

Big Picture Thinker, Detail-Obsessed Planner

Agenda

Introducing Inertia

Current Top Trends in the Medtech Sector

Common Pitfalls for Medtech Startups

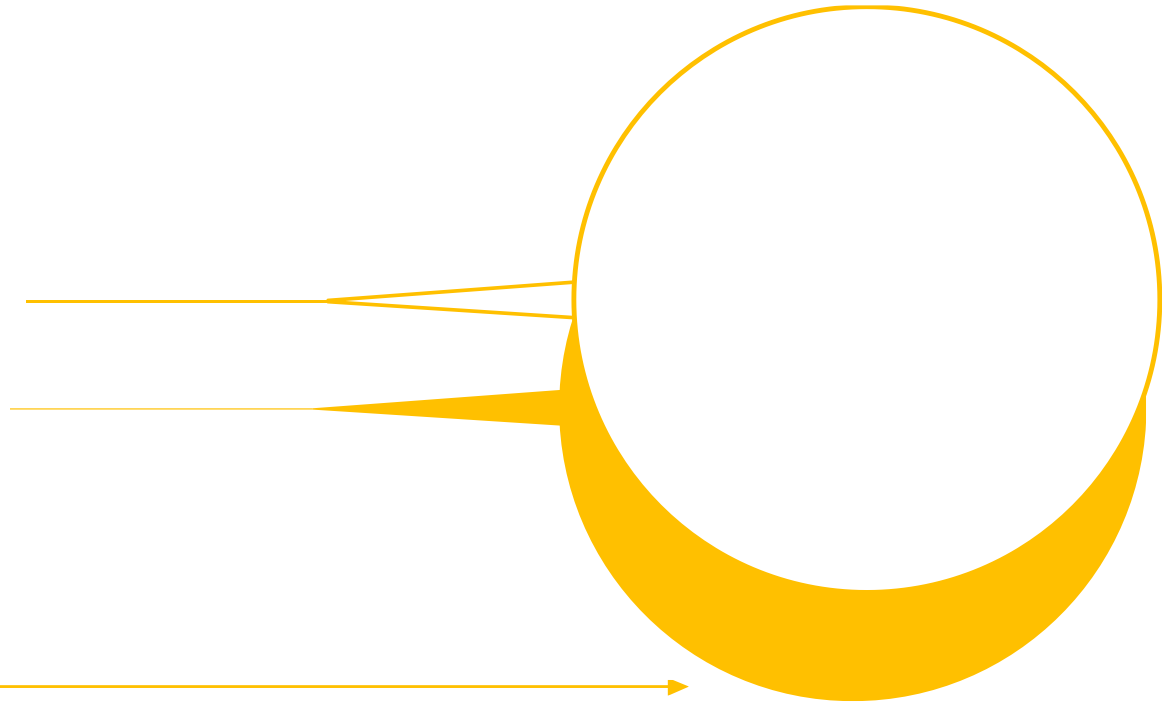
What Successful Scale-ups Do Right

Getting the Most from Inertia

Working Together Through CAMEDA

How the Ecosystem Can Help

Q&A



21 Years.

Since 2004

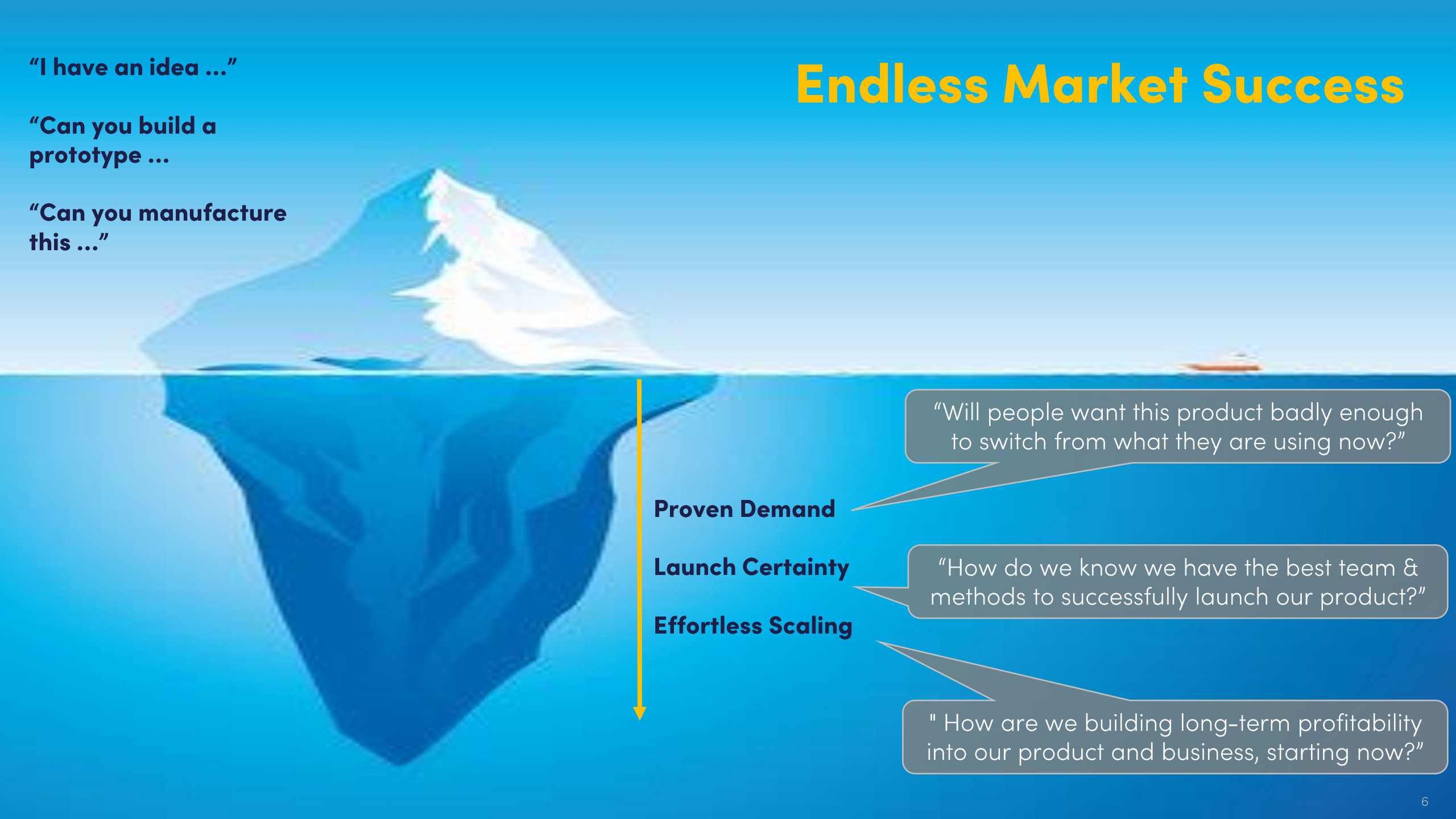
Toronto. Boston. Guangzhou.

Endless Market Success

“I have an idea …”

“Can you build a prototype …

“Can you manufacture this …”



Proven Demand

“Will people want this product badly enough to switch from what they are using now?”

Launch Certainty

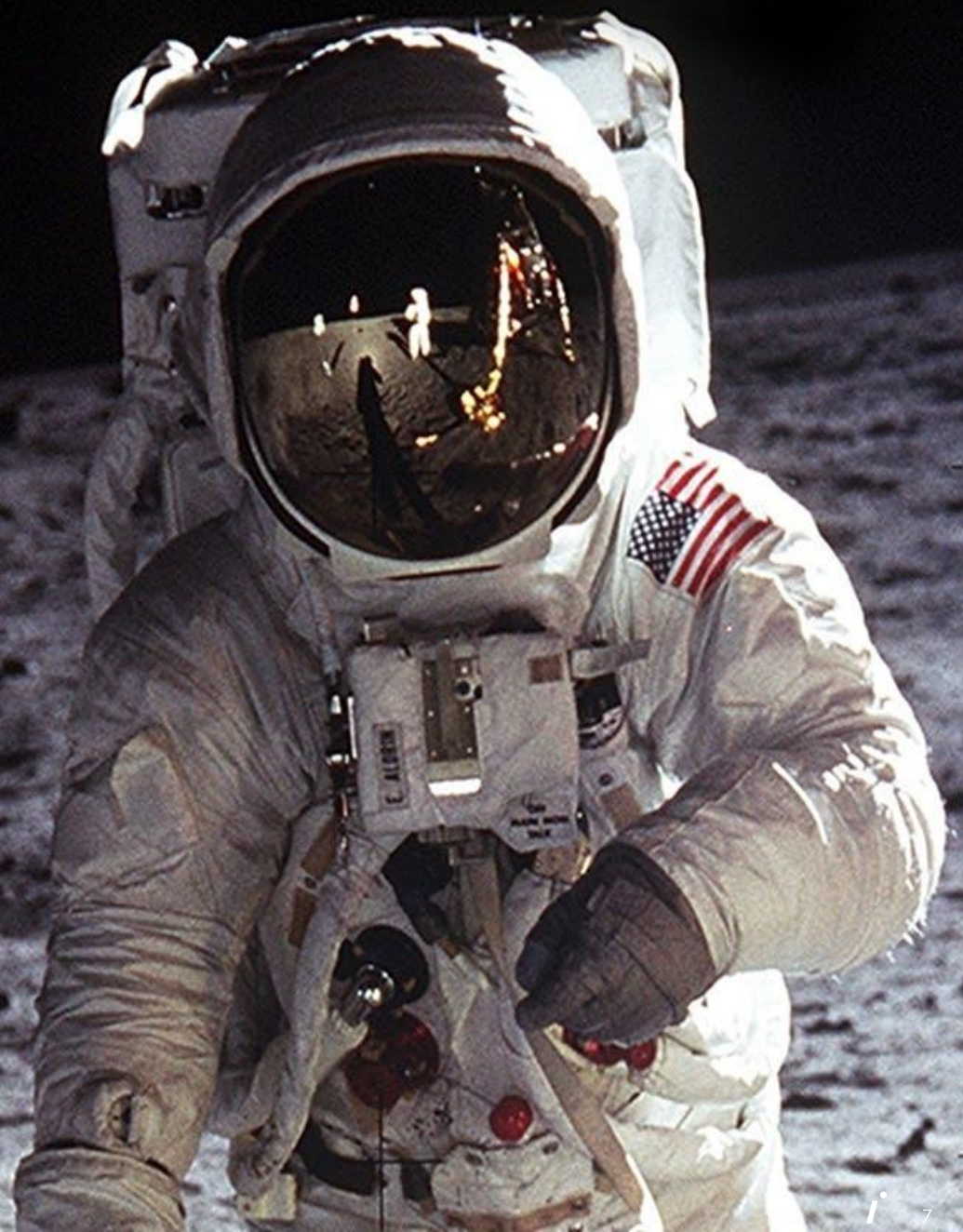
“How do we know we have the best team & methods to successfully launch our product?”

Effortless Scaling

" How are we building long-term profitability into our product and business, starting now?”

Our Mission

Delight Customers.
Launch Products.
Scale Businesses.



Our Services

1 Product Strategy

- Market Research
- Competitive Benchmarking
- Product Positioning
- System Architecture Design
- Human Factors Engineering
- Business Modeling
- Regulatory Strategy
- Go-To-Market Strategy
- Manufacturing Strategy

2 Product Development

- Industrial Design
- Physical & Digital UI/UX
- Risk Analysis & V&V Planning
- Mechanical Design & Eng
- Electronics Design & Eng
- Firmware & Software
- Engineering Prototypes
- Verification & Validation Testing
- Design for Manufacture & Assembly

3 Product Manufacturing

- Global Sourcing
- Quality Planning (IQ,OQ,PQ)
- Assembly Line Design
- Manufacturing Management
- Complete Product Assembly
- Supply-Chain Management
- Tracking & Traceability

Award Winning Designs

DESIGN AWARD 2023

GOOD DESIGN

TIME BEST INVENTIONS 2023

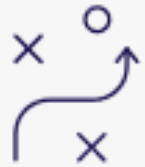
MEDICAL DESIGN EXCELLENCE AWARDS

IDA DESIGN AWARDS

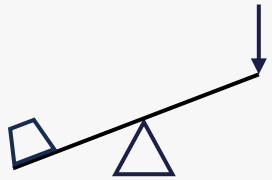
Our Health Science Clients

Medical & Diagnostic Portfolio

How We're Different



One Team.
Zero Silos.



Built for Outcomes.
Not Overhead.

82

Exceptional
to Work With

Why Work With Us?

Navigate Complexity With Confidence

Accelerate Time to Market & Save Burn

Walk Away Smarter

Current Top Trends in Medtech

Increased focus on digital health + connected devices

Regulatory bar keeps rising

Usability and patient-centred design now weigh as heavily as technical specs

Payers now demand clear reimbursement codes and economic evidence

Investors have moved from idea-first “moonshots” to backing teams with traction

Common Pitfalls for Medtech Startups

Working in silos and strictly on sequence

Skipping user & clinical journey mapping

Treating assumptions as facts

Wrong decision on when to stay in-house — and when to outsource.

Not doing a true cost-benefit analysis for each decision

Skipping regular investor updates — leaving current and future potential backers in the dark.

Treating fundraising as episodic

Simple, proven methods exist to tackle every one of these pitfalls — too many founders just haven't been shown why they matter or how to use them.

Successful Scale-ups

Define a clear regulatory path early

Stay focused on a sharp, testable MVP

Build a real plan to profitability — launch alone isn't enough

Communicate consistently

"Always Be Fundraising"— no last-minute scrambles when runway gets tight

What Companies Should Have Before Engaging Us

A well-defined user or patient need — supported by direct evidence, not just personal experience.

Why is your solution needed now by the market? Who are these markets?

A thorough and honest understanding of competitive landscape

Started engaging friends and family, angel investors, or other early backers?

Working Together Through CAMEDA

Non-dilutive FedDev funding for medtech commercialization

Accelerate development, reduce costs, and engage expert service providers in a lower-risk setting

Determine the value of that acceleration — what does it save you in burn, in team focus, in opportunity lost?

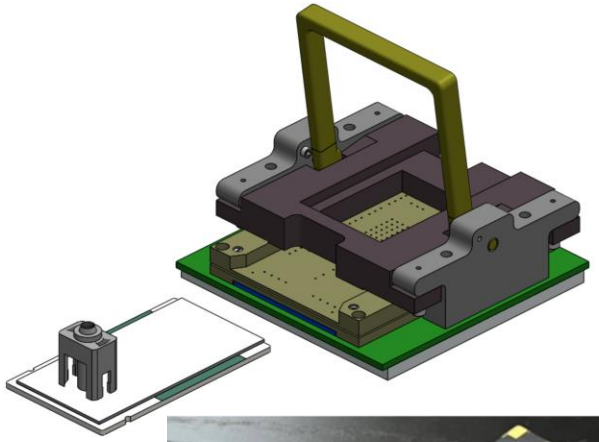
CAMEDA
Canadian Medtech Alliance

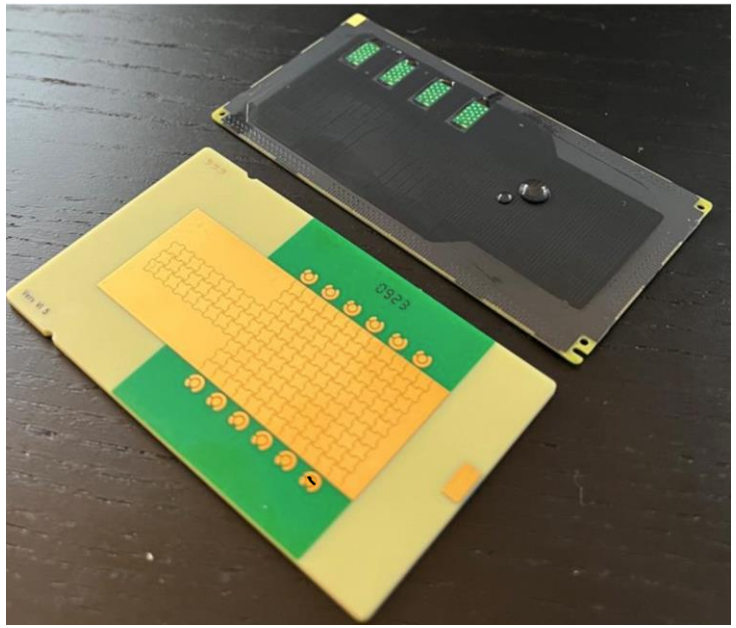
x

inertia

Our CAMEDA Partners

Sample Diagnostic – From Lab to Product





8 months

How the Ecosystem Can Help

Curated “match-making” days where accelerators line up short 1-to-1 meetings with development partners like us

Quarterly demo showcases built around specific clinical themes

Micro-grant programs that fund an initial DFM or usability sprint led by CDMOs like Inertia to de-risk early prototypes

Talk to companies like us – we're happy to share our PoV!

Questions?

inertia

Let’s talk …

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