



Judd Brammah, Managing Director, Synergy Medical Technologies, incorporated the company to specifically focus on delivering orthopaedic devices and emerging stem cell therapeutics to the Orthopaedic surgeon and patient.

Judd tells us, "Although we were incorporated in May 2013, we were not granted a regulatory human tissue licence until 2016. There are not many businesses that have one. We're a specialist medical device company, we focus on regenerative medicine and combating surgical infection, in particular, osteomyelitis (bone infection). We create several products that we sell to clinicians and hospitals."

Working in such a niche sector has its benefits. Judd is able to obtain bone marrow from hospitals and tissue banks and then sell his product back to the same hospitals. This is great for Judd's long term cash flow, however, in the short term, there are drawbacks. "We're in the middle of a depression", Judd explains, "the healthcare sector in the UK is underfunded which means innovation is stifled. We wanted to preorder bone tissue to continue our research and work. Donated bone marrow is a rare resource so we wanted to be at the front of the queue, however, we had to find the funds for it upfront."

Judd searched everywhere for a finance solution to bridge his cashflow, he had clients ready to buy his product, but he needed the raw material. Finally, after a long search for a provider who could help his business, Judd found iwoca.

"We were able to make our first sale in May of this year thanks to a £30,000 facility from iwoca. We bought new materials to heal a certain bone infection which is really difficult to treat as antibiotics cannot attack the bone infection very well."

In the short term, Judd's iwoca facility allowed him to make the appropriate purchases to help further his research. Additionally, he sees iwoca as a provider that can assist him in the future when the business grows.

"With iwoca, what you see is what you get. I really like the company and I would recommend iwoca to other businesses because of their straightforward and empathic approach. Most importantly, they don't act like traditional providers who nag or bully you to use your funds. They have a great professional balance, and I really felt as if they served my needs over theirs which is rare to find."

Find out more about iwoca and what they can do to help your small business today. Contact us to find out more.

Life Sciences Healthcare Limited

“...supports high growth technology organisations to achieve enriched innovation pipelines and volume markets earlier - building and realising business value faster in today’s market.”

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About Life Sciences Healthcare Limited

Life Sciences Healthcare (“LSH”) has a seasoned team of professionals and associates (50+) that average over 15 years of industry experience and expertise spanning the globe.

Life Sciences Healthcare consists of Industry Specialists (advisors, mentors, consultants); Market Analysts; Sales and Marketing Experts (Telesales and E-commerce) and Event Management Specialists.

Life Sciences Healthcare executives have NED and Board level positions in several High Tech Start-ups and Network Organisations and have made successful exits from such companies in the past 5 years.

Life Sciences Healthcare is a specialist Medical technology and Life Sciences Management Consultancy. It has developed several specialist partnerships to support the Food and Drink, Nanotech, Advanced materials, Laser Photonics, ICT and Big Data, Emulation design and graphics and Mobile technologies and app design market places.

With an active network reach of over 3500 Life Sciences and Medtech Industry contacts, Life Sciences Healthcare is truly international. It includes activity in US; EMEA; Far East (India, China, Japan, Singapore) and South America markets. It continually strives for industry excellence by supporting Business (micro to corporate), Academia and Clinicians. It also works proactively with Government & Public sector specialists, namely BIS, DH, UKTI, Innovate UK and UK Research Councils.

Life Sciences Healthcare delivers:

- Support for head of the curve, innovative technology;
- Pipeline enrichment and new business;
- Soft Funding and Investment support;
- B2B Events;
- International Missions;
- Market Analysis and business strategy;
- Supporting channels to market and
- Developing and delivering Industry Training.