

An aerial photograph of a coastal town built on a cliffside overlooking a sandy beach and turquoise ocean. The town features numerous houses and palm trees. The beach is crowded with people, and waves are breaking on the shore. The sky is clear and blue.

LUCID  
STRATEGIES

DIGITAL MARKETING AT ITS BEST

# LUCID STRATEGIES CATH CONCEPT DEVELOPMENT CASE STUDY

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# About Us

Lucid Strategies, led by Lena Viktoria Frenzel, is a nexus of transformative strategic marketing and sales mastery. Our "Sales Accelerator" is a testament to this mastery, turning your offerings into magnetic attractions that captivate target audiences with precision. Lena's expertise, honed alongside global giants like Google, YouTube, and Nike, infuses your business with transformative strategies and irresistible messaging.

Our services encapsulate hyper-targeted outreach, meticulous inbox management, and strategic follow-ups, ensuring every lead is cultivated with precision and care. We embody organizational excellence, providing real-time dashboards and CRM management that empower your business with clarity and control. Choosing Lucid Strategies is a voyage towards transformative success, where your business is optimized, and visions are nurtured into vibrant realities.

# Meet Our Founder: Lena Frenzel

Bachelor of Science  
Business Administration - Marketing Management

Master Of Arts  
Mass Communications - Research & Theory

Companies She Has Worked For







FROM CONCEPT TO CREATION... AND BEYOND  
"Delivering the resources you need to your doorstep."



# OUR CLIENTS



EmergentLeadershipPathways



PC-WARRIORS  
MULTI-PURPOSE COMMUNITY



NIKOMEI  
A heartbeat ahead.



monitors.com



PARHELIA.BIO



FLYING PIG DESIGNS, LLC



the sofia  
HOTEL



curetis



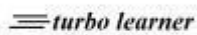
Minimum Access. Maximum Benefit.



emanus



Cerenetex



HUMANITY WE



MADRID  
Productions



Organic Selling, LLC  
We are in this together.



# Cold Outreach - Objectives

## Generate Leads

- Identify potential customers or clients who may have a need for your products or services but are not currently in your network or database.

## Expand your reach

- Reach out to a broader audience beyond your existing customer base, enabling you to tap into new markets and opportunities.

# Cold Outreach - Objectives

## Initiate sales conversation

- Start conversations with prospects and introduce them to your offerings, with the aim of eventually converting them into paying customers.

## Build Brand Awareness

- Increase awareness about your brand, products, or services among individuals and businesses that may not be familiar with you.

# Cold Outreach - Objectives

## Gather Market Insights

- Gather information about market trends, customer pain points, and competitor activities through interactions with cold outreach targets.

## Establish partnerships

- Identify potential partners, collaborators, or affiliates who can help you grow your business or expand your reach.





**CATH  
CONCEPT  
DEVELOPMENT  
CASE STUDY**

# CATH CONCEPT CASE STUDY

# Cath Concept Development - Overview

Cath Concept Development (CCD) is a global leader in the design, rapid prototyping, and manufacturing of minimally invasive medical device components. As a full-service Contract Development and Manufacturing Organization (CDMO), CCD offers comprehensive solutions for all stages of catheter development, from concept to commercial production.

## Key Features:

- Full-Service CDMO: Offering design, prototyping, and manufacturing, CCD serves as a one-stop shop for catheter development needs.
- Skilled Team: CCD's expert team delivers fast, flexible, and high-quality solutions tailored to client requirements.
- Certified Quality: CCD is ISO 13485:2016 and ISO 14644-1:2015 Class 7 certified, ensuring top-tier quality and regulatory compliance in all products.

CCD is committed to customer satisfaction, providing innovative and reliable solutions that meet the highest standards in the medical device industry.

# Products - Overview



Cath Concept Development offers a game-changing solution for catheter component sourcing, focusing on speed, convenience, and quality. By consolidating everything under one roof, we reduce inconsistencies and simplify the supply chain.

# Lucid Strategies and Cath Concept Development

Cath Concept Development helps medical device executives significantly accelerate their development process, **reducing time-to-market by 85%** and enabling rapid scaling, **which improves cash flow and generates revenue sooner**. Its **fully vertically integrated catheter specialization** and **in-house material sourcing** ensure unmatched speed, quality, and cost efficiency, giving you a competitive edge.

In 2024, Cath Concept partnered with Lucid Strategies to enhance its overall marketing strategy and optimize B2B lead generation. The collaboration focuses on re-engaging past clients, expanding market reach, and strategically targeting key decision-makers in the healthcare sector. By leveraging Lucid's expertise in data-driven marketing and outreach, Cath Concept aims to strengthen relationships, boost visibility, and showcase its innovative solutions to a wider audience.

# Problem Statement

1. No lead generation system.
2. Receiving referrals but could not tap into new markets outside of referrals.
3. No organized marketing and sales processes and SOPs or CRM.

# Campaign Overview and Strategy

We ran tailored campaigns to meet diverse client needs:

- **General Lead Generation:** Showcasing their speed, agility, and high-quality solutions for simplified sourcing.
- **Past Trade Show Campaigns:** Re-engaging prospects met during previous trade shows, with a focus on reconnecting to explore potential business opportunities.
- **Future Trade Show:** Inviting people to their booth and booking meetings that way.

# Target Audience

**COOs (Chief Operating Officers):** Responsible for streamlining operations and reducing development timelines, with a focus on efficient resource use and compliance.

**Managers & Directors (Product Development, R&D, Operations):** Oversee project execution, seeking reliable manufacturing solutions that speed up time-to-market and ensure quality.

**VPs (Operations, Product Development, Manufacturing):** Focused on optimizing processes and scaling operations with flexible, efficient production solutions for custom projects.

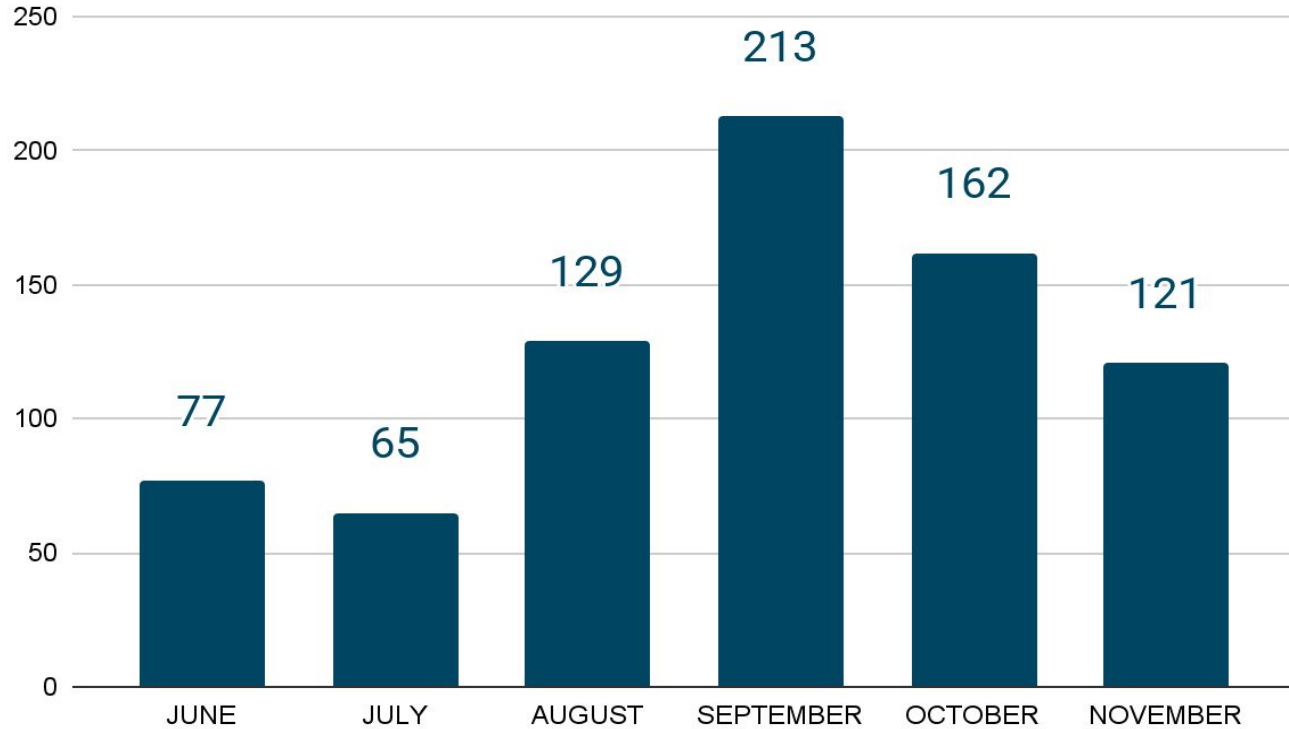
**Smaller OEM Medical Device Companies:** Need agile, cost-effective manufacturing partners to compete with larger companies, emphasizing speed and quality in delivering compliant products.



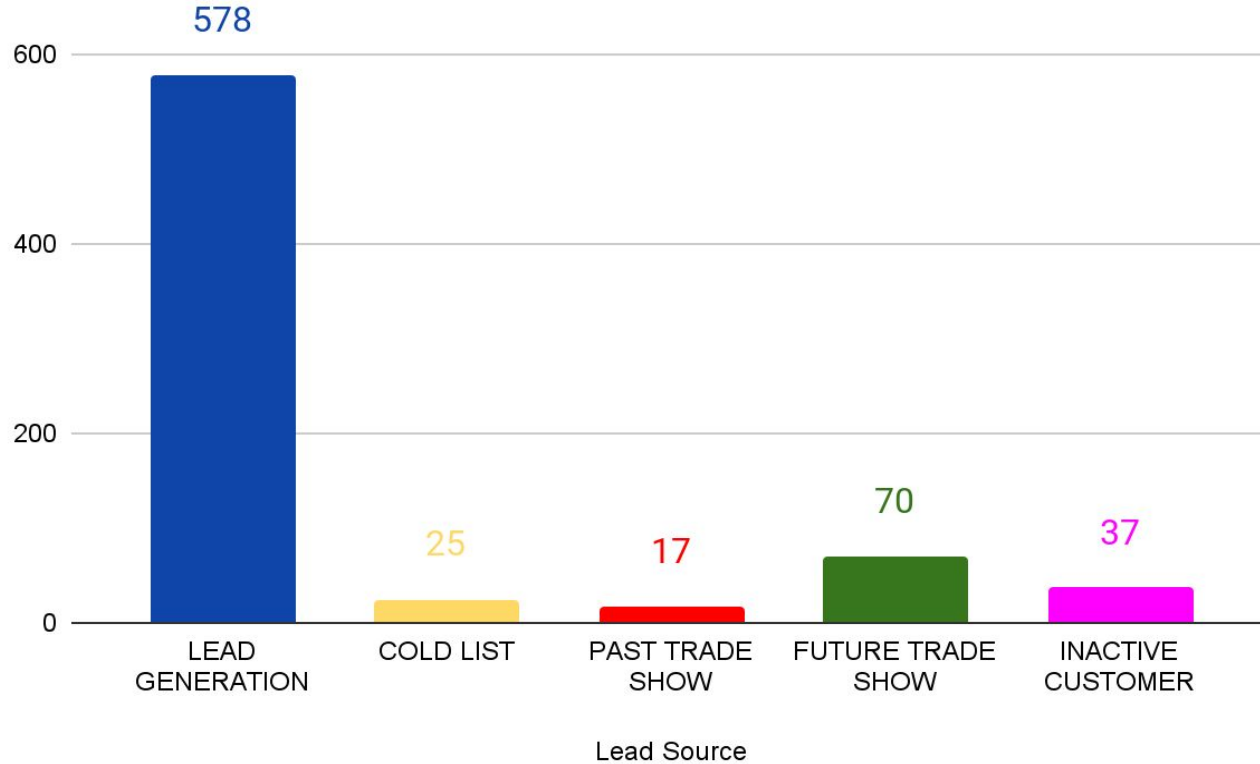


**LEADS GENERATED**

# Leads Generated



# Lead Sources

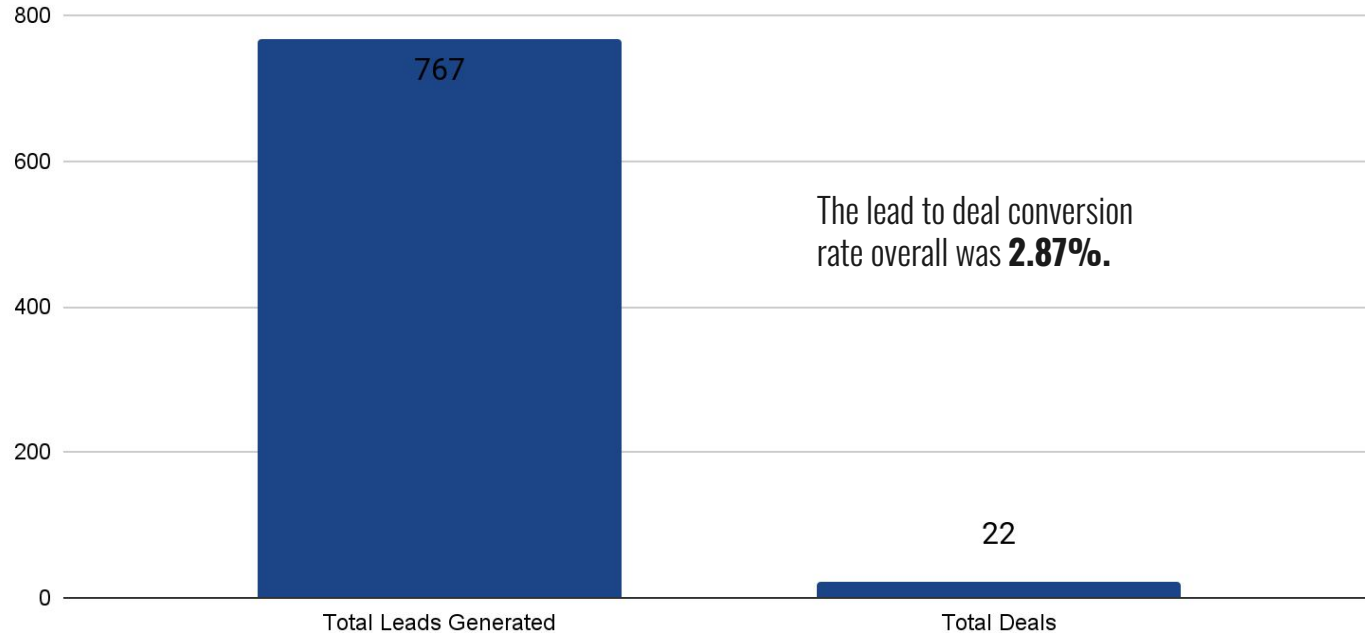


The chart shows the contribution of each lead source to the total number of leads.

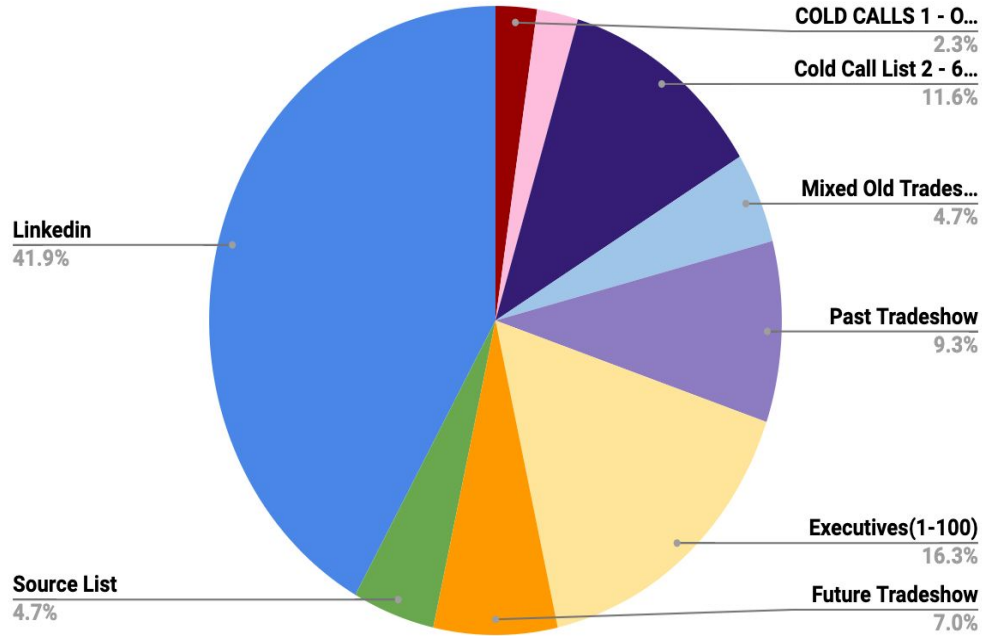
# Interpretation of Data

It highlights the success of a multifaceted lead generation strategy, with lead generation campaigns dominating as the top source, contributing an impressive 578 leads. Future trade shows also show strong potential, generating 70 leads and positioning the team for sustained growth. Re-engagement efforts with inactive customers proved effective, yielding 37 leads, while cold lists contributed 25 leads, showcasing the team's ability to tap into diverse markets. Past trade shows, with 17 leads, reflect moderate success. Overall, the data emphasizes the effectiveness of targeted outreach and the potential to further optimize trade show and re-engagement strategies.

# LEAD TO DEAL CONVERSION RATE

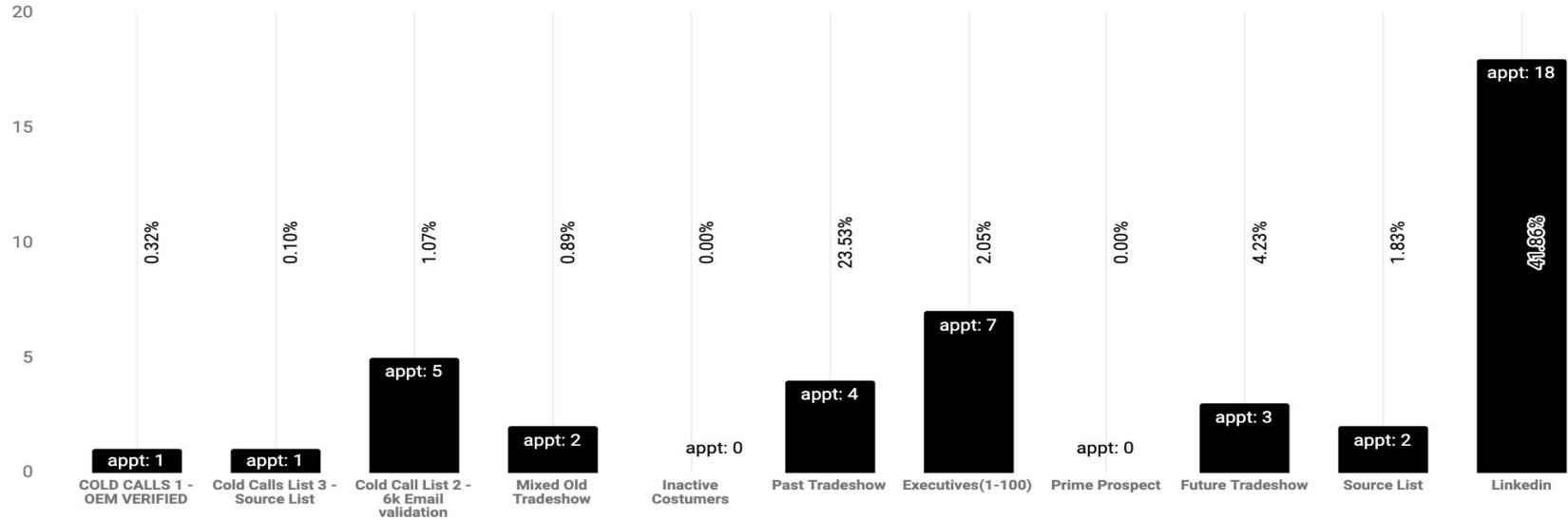


# LIFETIME LEAD SOURCE BREAKDOWN and APPOINTMENTS



Note: The percentage represents the **share rate** on each cold call list calculated based on the number of appointments scheduled relative to the total contacts reached.

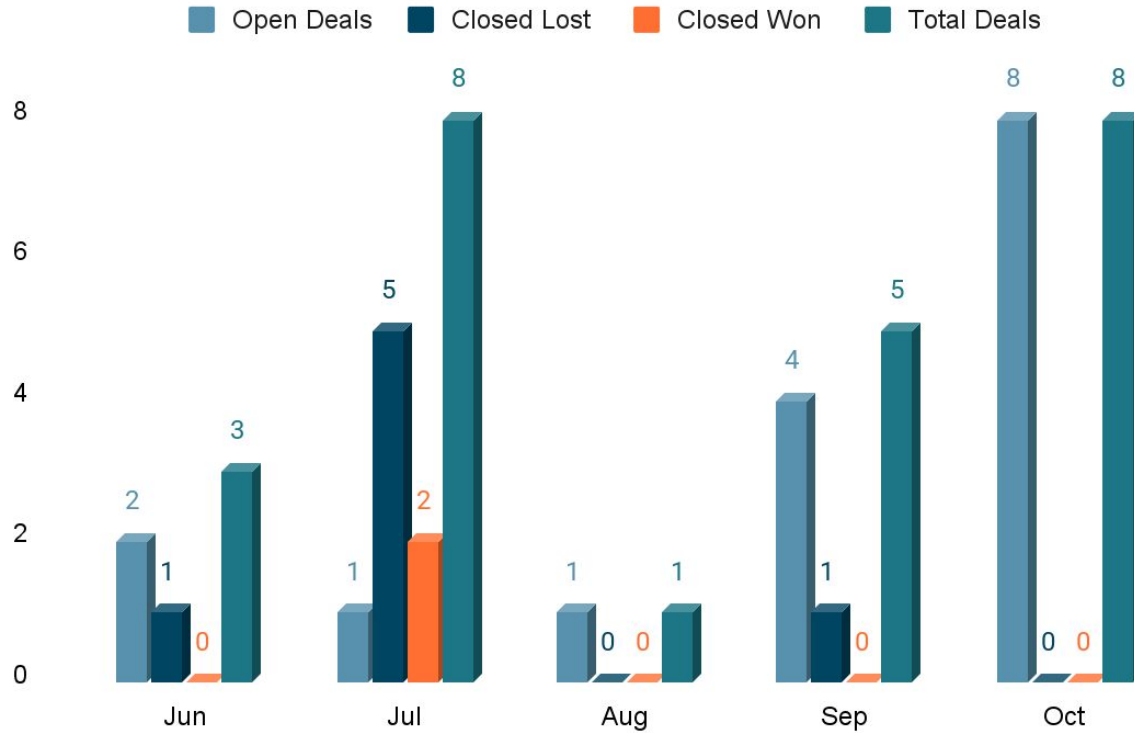
# LIFETIME LEAD SOURCE BREAKDOWN and APPOINTMENTS



Note: The percentage represents the **conversion rate** on each cold call list calculated based on the number of appointments scheduled relative to the total contacts reached.



# Deals Generated



A group of five diverse business professionals are shaking hands in a modern factory setting. From left to right: a young man in a white lab coat, a woman in a white lab coat, a man in a blue suit, an older man in a brown suit, a man in a light blue shirt, and a woman in a grey blazer. They are all smiling and looking at each other. The background shows a large industrial facility with machinery and bright lighting.

# SALES FORECAST FROM DEAL PIPELINE

# Executive Summary

**Overview** Cath Concept Development has secured multiple deals for Year 1, representing a strong revenue outlook and significant growth potential. The key deals include an Enterprise Client Project valued at \$1.5M, starting in September 2024, and a Startup Client with projected Year 1 revenue between \$10,000 to \$20,000. Additional deals in progress highlight the company's strategic positioning for future growth, with several clients signing NDAs and discussing multiple projects.

## 1. Enterprise Client Project

- Status: Active – In Progress
- Total Projected Revenue: \$1M over the course of the engagement
- Current Status:
  - Signed NDAs and exchanged quotes.
  - The client has agreed to an initial payment of \$200,000 in September 2024.
  - Revenue ramp-up to \$800,000 is expected from December 2024 onwards.

### Notes:

This project is one of the most significant in the pipeline, with a long-term engagement expected.

The initial project is expected to be completed within the first year, with potential for additional phases.

# Executive Summary

## 2. Startup Client (Accelerator Hub)

- Status: Active – In Progress
- Total Projected Revenue: \$10,000 to \$20,000 for Year 1
- Current Status:
  - The client is part of an accelerator hub, which suggests multiple potential projects in the future.
  - The company has signed an NDA and has agreed to start with a couple of initial projects.
- Notes:
  - Initial work involves 2 to 3 projects for CAT and 4 to 5 overall, over the long term.
  - Due to their accelerator backing, this client has significant potential for scaling up their projects and revenue in Years 2 and 3.

# Executive Summary

## 3. Other Active Deals

- Status: Ongoing – Quotation Phase
- Current Status:
  - Several smaller clients are currently in the quote requested phase, with potential revenue ranging from \$10,000 to \$1.5M depending on the scope of each project.
  - The deals are still being negotiated, and final project details are pending.
- Notes:
  - Follow-up actions are in place to move these deals from the quoting phase to active engagement, with discussions happening in early 2025.

# Executive Summary

## Projected Revenue Breakdown

1. Enterprise Client Project:
  - September 2024: \$200,000 initial payment.
  - December 2024 to August 2025: Additional \$800,000 revenue ramp-up.
2. Startup Client:
  - Year 1 Revenue: \$10,000 to \$20,000.
3. Other Deals in Pipeline:
  - Revenue between \$10,000 and \$1.5M depending on the scope and progression of negotiations.

# Executive Summary

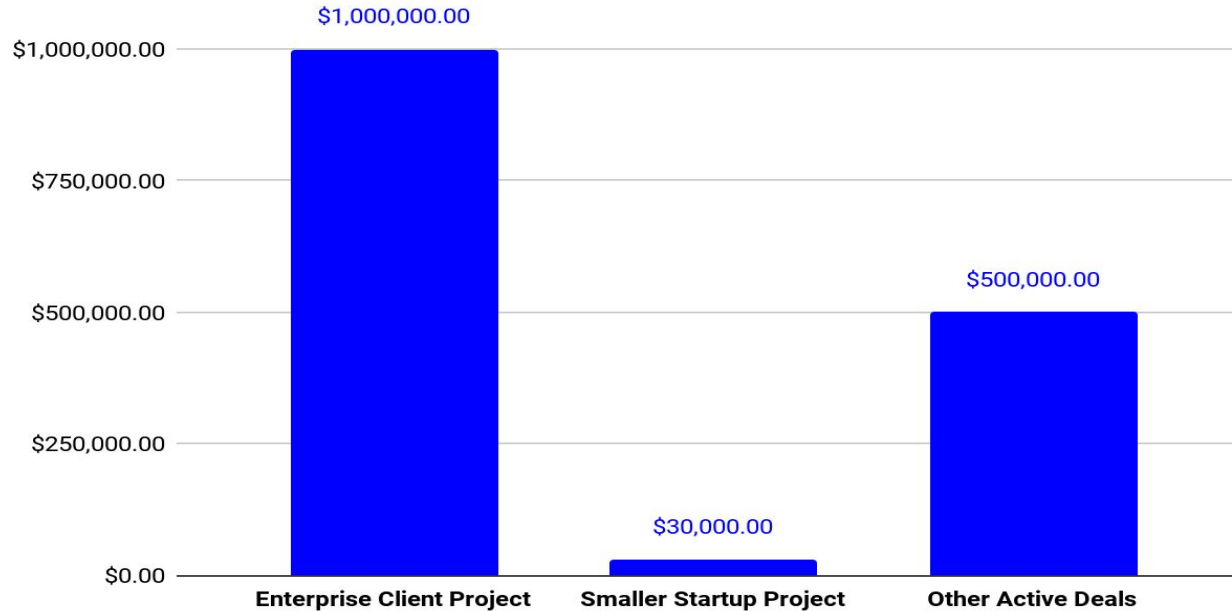
## Conclusion

Cath Concept Development is on track for substantial growth, with projected total revenue exceeding \$1.03M from active deals. The company is positioned for long-term success with multiple high-value clients in its pipeline and strong potential for future project expansion.



# Projected Revenue for Current Deals

## Projected Revenue by Deal Status

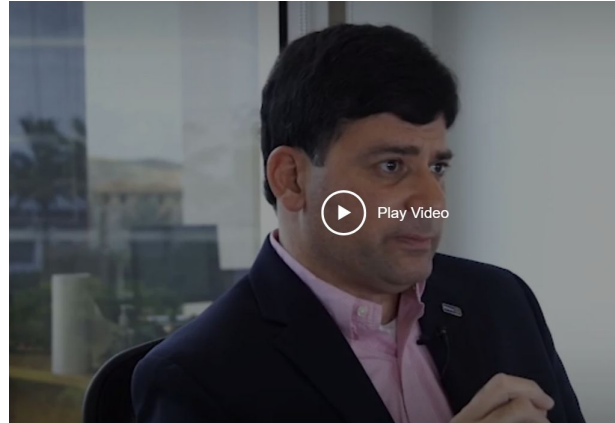


# Other Client Testimonial Videos



## **SURY SHONEY**

CEO & Founder of Shoney Scientific - Medical Device  
Manufacturing



Cross-Industry B2B Triumphs: Diverse Company  
Leaders Share Their Stories

# B2B Lead Generation Tips By Lucid Strategies

WATCH: [youtu.be/x9ltTAHLbTo?si=v4fZJxnvBS99l7U-](https://youtu.be/x9ltTAHLbTo?si=v4fZJxnvBS99l7U-)

WATCH: [youtu.be/x9ltTAHLbTo?si=v4fZJxnvBS99l7U-](https://youtu.be/x9ltTAHLbTo?si=v4fZJxnvBS99l7U-)

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