



# CASE STUDY



# VIPAMAT



## COMPANY OVERVIEW

Vipamat Technologie is French company. They design and manufacture the Hippocampe, an all-terrain wheelchair for the physically disabled. The Hippocampe is a durable, light, collapsible and customizable wheelchair. As an easy to operate chair, the Hippocampe afford users a true sense of freedom and independence. The Hippocampe can be used at the beach, in water, on trails, in the countryside and in the snow.

## CHALLENGES

In 2004, when Vipamat received their first order from a US client they thought entering the US market would be quick and easy. However, navigating the US market proved not so simple. When Vipamat shipped their product, the Hippocampe was sequestered by US customs authorities for a lack of appropriate federal clearance required for selling medical equipment in the US.

## THE SOLUTION

In January 2005, Vipamat Technologie entrusted BTI Consulting with obtaining its 510(k) clearance from the US Food and Drug Administration. Pleased with BTI Consulting's work, Vipamat asked BTI to prepare a market study for the Hippocampe in the North American market. This work led to the organization of two sales development tours to meet with national and regional medical equipment distributors. These meetings prompted a complete review of Vipamat's market entry strategy. BTI Consulting's thorough review found that it would be nearly impossible to sell single wheelchairs to North and South America directly from Europe.

In 2006, Vipamat's management hired BTI Consulting to directly oversee a Houston-based stock and to build a network of direct resellers. Since 2006, BTI is expanding and managing Vipamat's network of 60 resellers throughout North America. BTI Consulting has increased Vipamat's North and South American sales from below 1% of revenue to now represent over 20% of Vipamat's total company sales.

## ABOUT US

BTI CONSULTING is an international strategy and business development firm located in Houston, Texas, USA. BTI allows companies to realize their international potential through a combination of strategy, sales and marketing consulting, foreign direct investments, and business development projects. We are committed to reaching the objectives of our clients and to ensuring their success in the Americas and Europe.

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