



Moving Health Solutions Into Routine Care

Overview of IMPINGO Sarl

- About IMPINGO
- Focus areas
- Services
- Client profiles

Why choosing Impingo

About IMPINGO Sarl



Founder and managing director of IMPINGO Sarl
Dr. Francesco Marinucci
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VISION

A world where innovative health solutions move rapidly from discovery to measurable impact



MISSION

To connect industry, investors, Key Opinion Leaders, global health actors and distribution channels to move health solutions into routine care

BACKGROUND

26 years of experience across international business development, market access, clinical services, and health programs implementation.

HEALTHCARE DOMAINS

Laboratory medicine, in-vitro diagnostics, infectious and non-communicable diseases; Prevention, screening, diagnosis, workflow improvement, network optimization, public health policy.

KEY ACHIEVEMENTS

Delivered more than USD 30M incremental growth opportunities at 3 medtech companies.
Led USD 38M Unitaid market shaping grant for viral hepatitis C.
Established HIV diagnostic capacity in 229 laboratories across sub-Saharan African countries.
Launched 12 IVD products in molecular, hematology and serology in multiple regions.

GEOGRAPHIC EXPERIENCE



The knowledge lives in navigating the systems

We offer readiness, trusted relationships, cultural intelligence and country execution.

TAILORING

We help companies win in spotlight regions with tailored entry and partnership models.

PACE

We shorten the time to market entry by leveraging our market understanding and ground knowledge.

EFFICIENCY

We reduce the costs of heavy infrastructure by activating a global network of trustworthy partners.

Impingo can activate an operational ecosystem on demand

THE BIG PICTURE ADVANTAGE

IMPINGO is the partner who can see across the different steps of the product life cycle and connect the dots others miss.

THE FUNCTIONAL LANDSCAPE

IMPINGO has built a global network of vetted consultants across Digital Health, MedTech, Diagnostics, and Pharma, academic partners, and commercial distributors.

IMPINGO's focus areas along the product life cycle



Product Innovation

- ✓ Design for context
- ✓ Product-market fit
- ✓ Scientific Advisory Boards
- ✓ Technology assessment
- ✓ Pitch narrative
- ✓ Investors advisory services



End-to-end Market Access

- ✓ Market analysis by country
- ✓ Country prioritization model
- ✓ Tailored entry market tactics
- ✓ Global pricing architecture
- ✓ Distributor due diligence
- ✓ Commercial channels activation



Public Health

- ✓ Targeted technical assistance
- ✓ Health project evaluation
- ✓ Grant design & assessment
- ✓ Stakeholders' orchestration
- ✓ Market & technology landscape
- ✓ Impact analysis

Scope of work – PRODUCT INNOVATION

From early stage to market launch

SEED / EARLY GROWTH

Concept to prototype

- Validate value proposition against market potential
- Estimate addressable markets by geography
- Scouting of non dilutive grants
- Refine investor pitch around a credible commercial story

FIT-TO-MARKET

Commercial launches

- Beta testing at key sites
- Turn early adopters' insights into design improvements
- Support in-country evaluation pre-registration
- Co-leading KOLs engagement on health policy and evidence generation

INVESTMENT ADVISORY

Due diligence across domains

- Early-stage scouting and screening
- Assessing market size, growth potential competitive landscape
- Evaluating technology readiness and scalability
- Operational due diligence (team, processes, scalability)

Scope of work – END-TO-END MARKET ACCESS

From market entry to market growth

MARKET ENTRY

First commercial launches

- Build country prioritization model; pick first 3 to 5 markets
- Assess multiple commercial channels and entry points across segments
- Design pricing corridor to protect global price.
- Establish KPI dashboard and funding monitoring cadence

MARKET EXPANSION

Scale up across regions

- Co-assess and co-install regional structures
- Build distributor governance
- Collecting and coordinating cross-country inputs
- Assess local procurement opportunities in priority markets

MARKET DYNAMICS

Deciphering country readiness

- Key Informant Interviews across multiple stakeholders
- Assessment of systemic barriers for introduction of new technologies
- High-level engagement with country leadership and policy makers

Scope of work – PUBLIC HEALTH

From early adoption to system integration

EVIDENCE GENERATION

Co-orchestrating adoption

- Facilitation of in-country workshops with multiple stakeholders
- Co-design of pilot projects for evidence generation and policy change
- Findings dissemination and familiarization with the technology

INTEGRATED SYSTEMS

Effective integration

- Modeling of the effectiveness and cost-effectiveness of different interventions
- Cost comparison of multiple scenarios via budget impact analysis
- Programmatic support to diagnostic network optimization

CORPORATE CONSULTING

Win-win impactful design

- CSR program design & implementation
- Impact measurement & evaluation
- Coordination of stakeholders' engagement
- Translating results into value stories

IMPINGO's client profiles across type of services

Because product innovation, market access and public health are interconnected throughout the product life cycle, we offer our services to a variety of clients.

Start-ups willing to validate/improve product design and end users' interface

Scale-ups focusing on positioning existing products in new segments or markets

Investors interested in assessing the viability of innovative technologies

Manufacturers seeking to explore new market entry channels

SMEs at markets expansion and business growth stage

Global organizations getting to understand market dynamics

Market shaping organizations active in grants making and global health programs

Private sector companies willing to assess the feasibility and impact of their Corporate Social Responsibility investments

IMPINGO: the right balance of multidisciplinary skills



What we solve

Validate product value

Secure stakeholder buy-in

Navigate complex access barriers

Build sustainable adoption pathways



What we bring

Scientific rigor

Commercial acumen

Cross-cultural fluency

25+ years international experience