



Career Opportunity Description

Summer Term Commercialization Associate

The Ohio State University Keenan Center for Entrepreneurship
Wheeler/Wolstein Internship

2023

Title: Commercialization Associate (Intern)
Reporting To: [Bryan J. Stewart, Founder and Chief Executive Officer](#)

[HDO Health](#) is currently seeking a Commercialization Associate (Intern) for the 2023 Summer Term. We are accepting applications from both undergraduate and graduate students (MBA preferred). This remote role may be based in Columbus, OH (preferred) or any other U.S.-based location. The exact timeline of the internship is negotiable but is generally expected to be from May-August of 2023.

This internship has been designed to provide you with medical device industry experience, exposure to working in a start-up organization that is a portfolio company of an accelerator (Rev1 Ventures), exposure to business-critical planning, projects, and working relationships with the team of company co-founders and external partners and stakeholders. You will partner with and work closely with the Founder and Chief Executive Officer on a wide range of business projects and processes spanning product development, marketing, sales, financial analysis and planning, capital access planning, grant administration, advisory board development, regulatory and legal matters.

This internship provides a unique opportunity to work directly with the company founders. The primary focus of this opportunity will be to help to continue to build and refine the go-to-market strategy and execution plans for HDO Health's first product being brought to market through a license agreement with the Ohio State University Innovation Foundation (OSIF) – *see more details in the HDO Health Company Profile below.*

The responsibilities, expectations, and desired outcomes will vary based on the candidate's academic area of focus, previous experience, knowledge, and specific goals and areas of interest in learning and growth, but may include specific activities and deliverables such as:

- Assist with regulatory strategy development and execution (in conjunction with the current regulatory consulting partner of HDO Health)
- Plan and coordinate perfused cadaver and other required testing prior to FDA 510(k) submission
- Assist with go-to-market planning, including financial modeling, capital access planning (fundraising), market analysis, competitive analysis, etc.
- Assist in the development and maintenance of the HDO Health data room with the necessary documents related to capital access planning and partnership development
- Lead efforts to further build the HDO Health brand and market access channels (company overview materials, website, social media, blog, etc.)
- Partner with technical co-founders in finalizing product design and working with external design, testing, validation, manufacturing, and distribution partners
- Assist in building and managing additional company infrastructure required for market entry and scaling

Desired Background and Qualifications

- A great attitude and desire to learn, grow and contribute to the team
- Strong analytical and problem-solving skills, including the ability to build, analyze and present financial and other data via Microsoft Excel
- Strong record of achievement and leadership (not just academically)
- Strong oral and written communication skills, excellent interpersonal skills, and the ability to interact well with a diverse team of internal and external stakeholders
- Process and results-oriented

- Strong knowledge and abilities with the entire Office 365 suite, knowledge of various marketing automation, social media, and customer relationship management (CRM) platforms would be a huge plus
- Ability to handle multiple tasks and duties simultaneously
- Independently motivated, with the ability to take on tasks and responsibilities without immediate direction
- Current undergraduate (3rd or 4th year) or graduate enrollment (preferred) at The Ohio State University with preference to those focused in business, marketing, management, and/or healthcare
- U.S. Citizenship
- Interest in a career in medical devices, healthcare, or entrepreneurship

Location/Travel

- Can be based in Columbus, OH, or another remote location
- Minimum travel anticipated

Compensation

- This opportunity includes a \$7,000 scholarship provided by The Ohio State University Keenan Center for Entrepreneurship Wheeler or Wolstein Scholarship Endowment Funds.

About HDO Health

HDO Health is a mission-driven for-profit organization. Our mission is to develop and bring innovative, lifesaving, cost-effective medical devices to the world. In addition, we want to be **the** employer of choice in our community for those passionate about helping to save lives due to our focus on our mission, a positive team culture supported by strong servant leadership, and a drive for positive outcomes, innovation, and growth.

Our Values

Heart Led

We seek to follow the principles of servant leadership and are grounded in and led by our values and principles. We strongly support our military, first responders, and others who serve. **Values matter.**

Data-Driven

In our efforts to provide innovative life-saving technologies to the world, we seek to deliver products and services that are well supported by substantive research, evidence, and data. **Data matter.**

Outcome Focused

We exist to help solve complex unmet healthcare needs. Our products have to work the way they are designed to work when they are needed to work - every single time. **Results matter.**

Equal Opportunity Employer | Veteran Founded | Female Founded | U.S. Citizenship Required

HDO Health Company Profile

www.hdohealth.com

Name: HDO Health, LLC

Founded: 2021

Locations: Columbus, OH
Birmingham, AL

Team: [Bryan Stewart](#)
[Tanya Nocera, Ph.D.](#)
[Allen McElroy, M.D.](#)
[Nadi Graham](#)

- **Vision:** To provide the world the most effective, affordable, and easy to use junctional tourniquet to help prevent people who have suffered a junctional wound from bleeding to death.
- **Mission:** To develop and bring to the world innovative, lifesaving, cost-effective medical devices.
- **Values:** Heart led, data-driven and outcome focused.

Problem	Bleeding to death (exsanguination) is the leading cause of preventable deaths worldwide, related to 90% of combat fatalities and 40% of civilian trauma fatalities. About 17.5% of preventable trauma fatalities due to hemorrhage from the torso-appendage junction.
Solution	The HDO Health Junctional Tourniquet, the Journiquet, innovates upon current junctional tourniquet designs to stop bleeding more quickly and effectively in hard-to-reach and treat junctional areas.
Market Size & GTM Strategy	U.S. Only TAM - \$3.05B SAM - \$279M SOM - \$35M @ ASP of \$360. Mix of direct B2B and B2C sales, distribution partnerships, and/or licensing agreements. Our initial market segment focus is on the military combat medicine and first responder communities and growth into larger civilian market segments, and eventually international markets.
Differentiation	User-centered, intuitive product design that allows for faster application and total time to effective hemorrhage control of a traumatic junctional wound at a value price point. The product was designed by two co-founders, trauma surgeon and SWAT medic from their own experience with existing devices.
IP Position	An initial patent was filed on 01.28.21 and published on 05.08.21 and is pending further review by the United States Patent and Trademark Office.
Regulatory	Class II medical device requiring an FDA (510)k clearance. Multiple predicate devices and clearances on file.



Current V2 Prototype Images