

Lathrop PARTNERS

Integrated Development through Strategic Alliances

At Lathrop, we go the next step... we have identified the tremendous value of strategic alliances. Lathrop offers considerable experience collaborating with best in class, trusted partners; these carefully chosen partnerships deliver a more thorough and comprehensive solution for development through manufacturing and beyond... adding exceptional value for our customers.

	PHASE 0	PHASE 1	PHASE 2	PHASE 3	PHASE 4
CLIENT	MARKETING REQUIREMENTS	EARLY ASSAY REFINEMENT	ASSAY VERIFICATION ON BREADBOARDS	ASSAY REFINEMENT	ASSAY VERIFICATION
MARKETING	MARKETING REQUIREMENTS AND COMPETITOR ANALYSIS	VERIFY PRODUCT CONCEPTS/SPECIFICATIONS	FOCUS GROUPS: FINAL DESIGN	DEVELOP LAUNCH PLAN WITH CUSTOMER	FOCUS GROUPS: ADVERTISING CAMPAIGNS
LATHROP	INSTRUMENT REQUIREMENTS AND RISK ASSESSMENT	ASSAY BREADBOARD AND SYSTEM CONCEPTS	DETAILED DESIGN	ENGINEERING PROTOTYPES	ALPHA PROTOTYPES/MANUFACTURING TRANSFER
CONSUMABLE	FEASIBILITY	BREADBOARD CONSUMABLE TESTING	PRODUCTION CONSUMABLE DESIGN	SINGLE CAVITY TOOLING FOR PROTOTYPE CONSUMABLES	PROTOTYPE VERIFICATION
INSTRUMENT MANUFACTURER	PLANNING	DEFINE MANUFACTURING STRATEGY	DESIGN FOR MANUFACTURING SUPPORT	PREPARE FOR MANUFACTURING	PILOT PRODUCTION

Exceeding Expectations By Design

Best in Class Strategic Alliances in Manufacturing and Marketing Verification Services

**The following list is in no particular order*



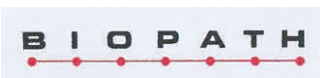
Lathrop is an ISO certified full-service product development, engineering and design firm specializing in life science and diagnostic instrumentation, medical devices, and complex systems involving optics, microfluidics, motion control, temperature control, etc. Our capabilities include experienced program management: leading teams of industrial design, software development, electronics engineering, optics design, fluidics, and robotic engineering. Lathrop has a broad range of advanced technical capabilities and more than 32 years of experience successfully taking our clients from initial concept through development and manufacturing on time and on budget.



Paramit Corporation is an FDA registered outsourced manufacturer of complex, finished medical devices and life science instrumentation. We specialize in sophisticated devices that require expertise in PCB assembly, fluidics, optics, RF, precision mechanical assembly, final system integration and test. With facilities in Morgan Hill CA and Malaysia, Paramit supports the entire product life cycle including new product introduction (NPI), cost effective production, and post manufacturing services such as repair and upgrade and direct fulfillment.



Market Ready Rx is a boutique consulting group passionate about bringing breakthrough diagnostics to market. We support product development by validating customer assumptions throughout the product lifecycle: integrating marketing and development activities for both early stage and established global organizations. Martha Townsend is a seasoned marketer experienced supporting complex commercial launches from molecular systems, to anatomic pathology systems.



BioPath Marketing complements a client's Marketing Department during the development of a new system by Lathrop Engineering. From competitive analysis and market analysis to verification of specification; testing of concepts and recommendations for launching a new system, BioPath Marketing has the resources to support and validate your engineering project. Doug Sweet has more than 30 years of experience in Business Development, Marketing and Sales in the Diagnostic Industry (Clinical and Anatomic Pathology Laboratories), Life Science and BioPharma. Prior experience and consulting: BioImagene, Celerus Diagnostics, Ventana Medical, Dako, Agilent, New England Nuclear and Corning... and more!