

PacificNord

- Market Intelligence
- Sales Enablement
- Global Expansion

US-based growth partner helping Advanced Electronics, Wearables, and MedTech companies scale in North America.

ABOUT US

Company Overview

✓ **US-Based Team**

We provide a genuine American perspective on market dynamics, bridging the cultural and operational gap for global companies.

✓ **Regulated & Consumer Tech**

Deep expertise in navigating the complexities of both FDA-regulated MedTech environments and fast-paced consumer electronics.

✓ **Product to Revenue Bridge**

We turn "product readiness" into "market readiness," focusing relentlessly on revenue generation and channel scalability.



US-Based

Local presence with deep networks in major tech hubs



Market Data

Strategies backed by rigorous data analysis and forecasting



Execution

Operational excellence from initial setup to full-scale sales



OUR SERVICES

What We Do

Three core pillars of growth



01

Market Entry
STRATEGIC FOUNDATION

- US launch planning
- Channel selection
- Risk reduction



02

Sales Development
REVENUE GENERATION

- Lead generation
- Partner sales
- Revenue growth



03

Localization
MARKET ADAPTATION

- US launch planning
- Channel selection
- Risk reduction

PROCESS

Integrated Growth Strategy

Sales-first execution model



STEP 01

Strategy
Market Entry

- ✓ US launch planning
- ✓ Channel fit analysis
- ✓ Risk reduction



STEP 02

Sales
Early Traction

- ✓ Lead generation
- ✓ Partner acquisition
- ✓ Revenue-first focus



STEP 03

Localize
Adapt & Scale

- ✓ US/EU messaging
- ✓ Regulatory alignment
- ✓ Packaging & claims



STEP 04

Expand
Global Rollout

- ✓ New market entry
- ✓ Global distribution
- ✓ Scalable growth

Result: Scalable and repeatable growth across North America and beyond.

PROCESS

Sustainability as a Growth Enabler



Lifecycle Efficiency

Modular systems and spare parts extend product usability and reduce full-device replacement.



Operational Optimization

Lower waste, improved inventory efficiency, and reduced long-term warranty exposure.



Recurring Revenue Impact

Accessories and consumables enable predictable, high-margin replenishment models.



Market & Institutional Trust

Lifecycle sustainability increasingly influences consumer and healthcare procurement decisions.

Strategic sustainability supports resilient, scalable market expansion.

CHANNELS

Sales & E-Commerce

Optimized Multi-Channel Strategy

Online Channels

High-growth digital marketplaces and direct sales.

-  **Amazon & Marketplaces**
Full-service management and optimization.
-  **Direct-to-Consumer**
Brand-owned e-commerce growth.
-  **Margin Optimization**
Maximizing profitability per unit.

Offline / Hybrid

Traditional retail presence and institutional trust.

-  **Distributors & Retail**
Access to physical store networks
-  **Institutional Sales**
B2B and healthcare procurement.
-  **Hybrid Models**
Bridging digital and physical.

The Outcome

Delivering sustainable, scalable business results.

-  **Balanced Scale**
Growth without compromising stability.
-  **Margin Efficiency**
Optimized cost structures.
-  **Brand Trust**
Established credibility in market.



Let's Collaborate

Partner with PacificNord to unlock North American markets
for your technology.



Company

PacificNord LLC

US-Based Growth Partner



Location

Burlingame, California

USA (Silicon Valley Area)



Online

www.pacificnord.com

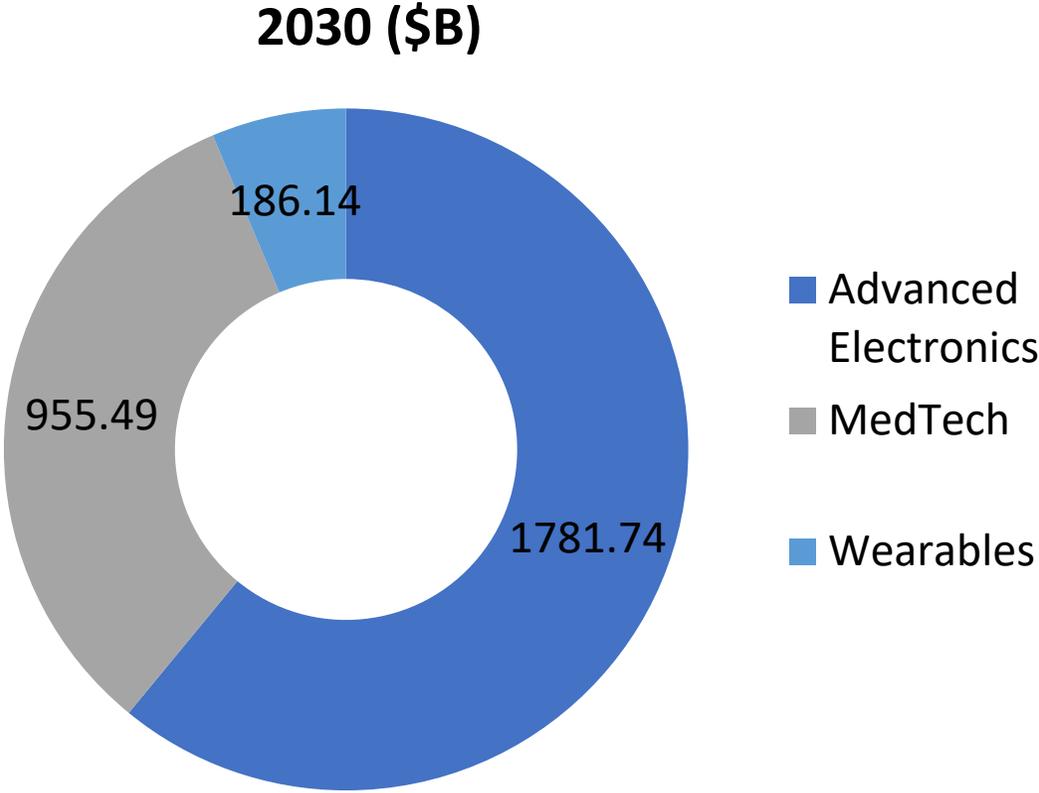
Visit our website

Ready to Scale

MARKET INTELLIGENCE

Global Market Snapshot (2030)

Total Addressable Market Opportunity



Advanced Electronics

\$1,780B



Largest volume opportunity driven by consumer demand and IoT expansion.

MedTech

\$955B



High-value regulated market with steady, resilient growth

Wearables

\$186B



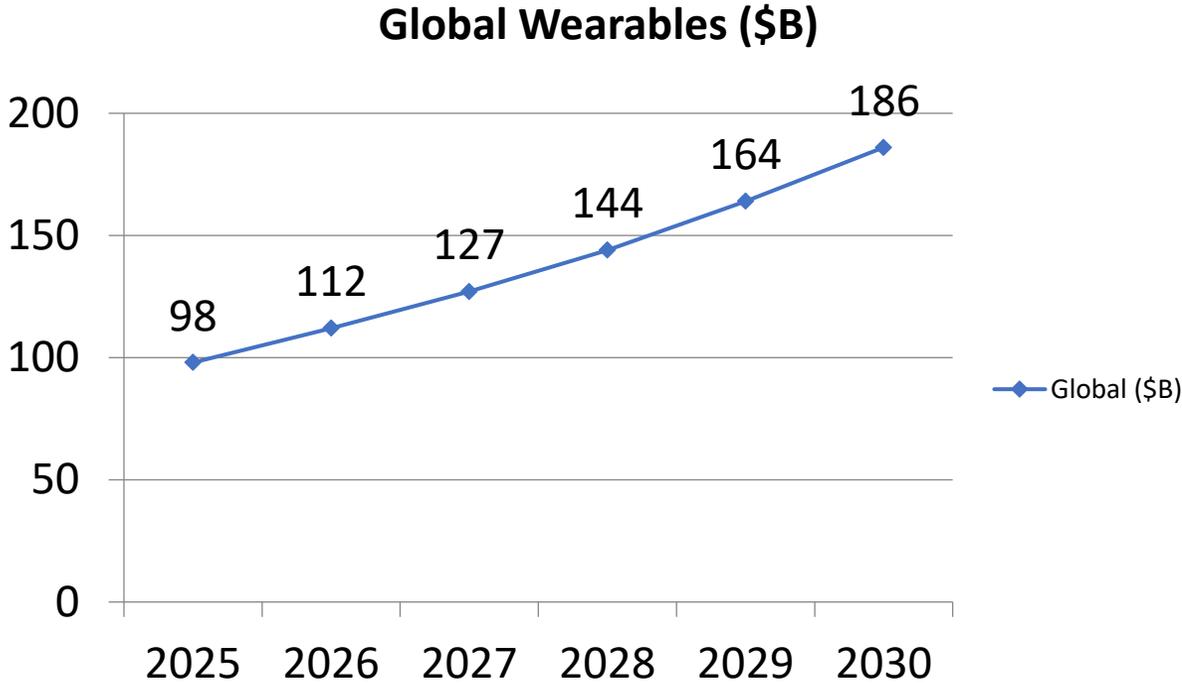
Fastest adoption rates bridging consumer and technology

Sources: Grand View Research (wearables & consumer electronics); Mordor Intelligence (MedTech); MedTech Europe (shares).

MARKET ANALYSIS

Wearables Market Growth

2025–2030 Revenue Forecast



Source: Grand View Research (endpoints/CAGR; values computed).

Consistent Growth

~17% CAGR

Strong multi-year compound annual growth rate driven by mass adoption.



Key Driver

Health Monitoring

Shift from basic fitness tracking to advanced clinical-grade monitoring.



2030 Target

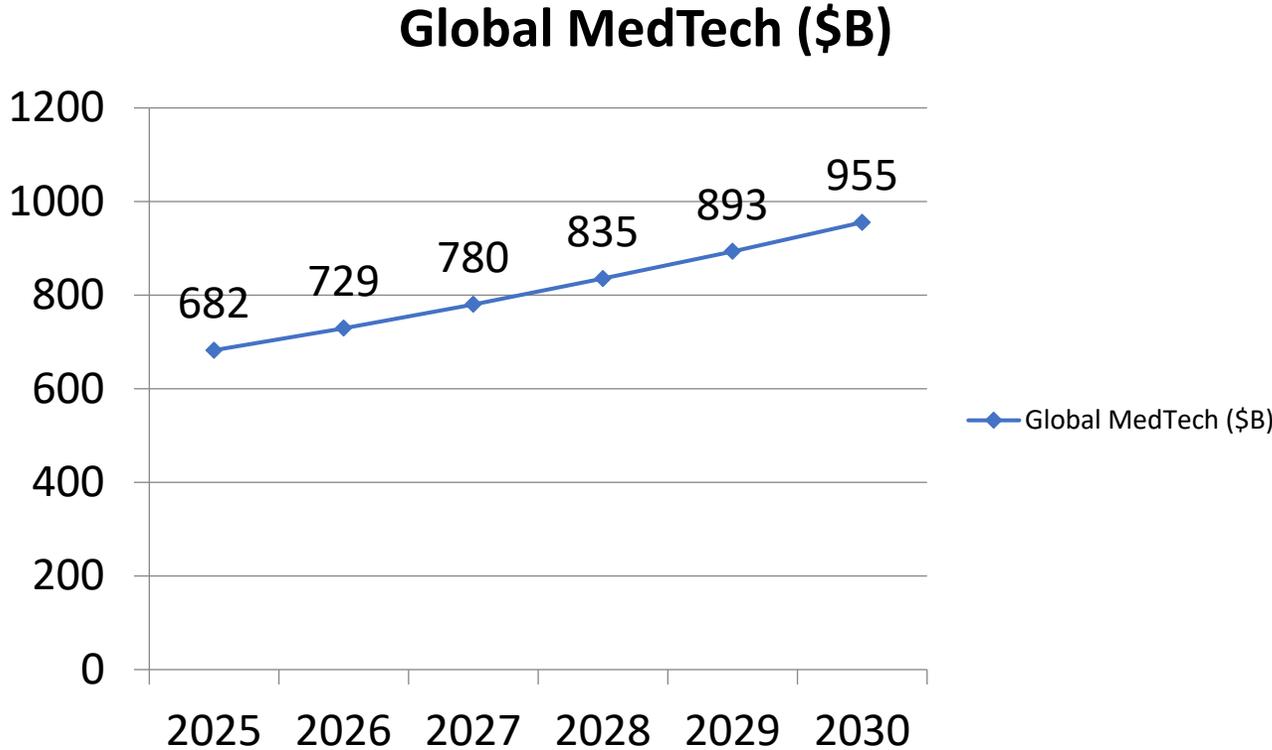
\$186B

Total global revenue opportunity by end of the decade.



MARKET ANALYSIS

MedTech Market Growth



Sources: Mordor Intelligence (global CAGR/endpoints)

2025–2030 Revenue Forecast

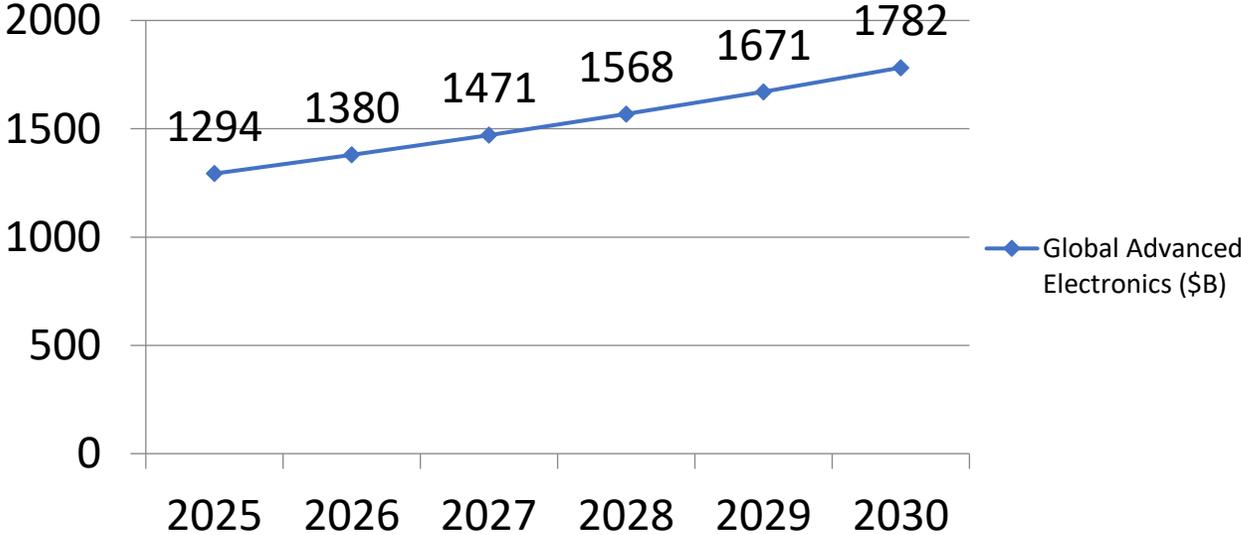
- Resilient Demand** 
Driven by aging populations, chronic disease management, and healthcare modernization needs.
- Digital Integration** 
Shift from hardware-only to connected care ecosystems and remote patient monitoring.
- Hybrid Model** 
Critical balance required: Offline channels for trust/clinical validation, Online for replenishment.

MARKET ANALYSIS

Advanced Electronics Growth

2025–2030 Revenue Forecast

Global Advanced Electronics (\$B)



Source: Grand View Research (consumer electronics).

Scale-Driven Model 

This category relies on high volume to offset structurally lower unit margins compared to MedTech.

IoT & Smart Home 

Growth is fueled by the rapid proliferation of connected endpoints, sensors, and smart hubs.

Efficiency Focus 

Success in this mature market requires strict cost control and optimized supply chain execution.

MARKET ANALYSIS

US Channel Economics



Online Channel EFFICIENCY & SCALE

Net Margin Efficiency High (15-30%)

 **Lower Fixed Costs**
Minimal overhead vs physical footprint. Platform fees scale with revenue.

 **Scalability**
Rapid national reach without geographic limitations.



Brick & Mortar TRUST & ACCESS

Net Margin Efficiency Medium (5-15%)

 **High Fixed Overhead**
Significant costs for rent, staffing, and inventory management.

 **Trust & Urgency**
Critical for MedTech procurement and immediate consumer needs.

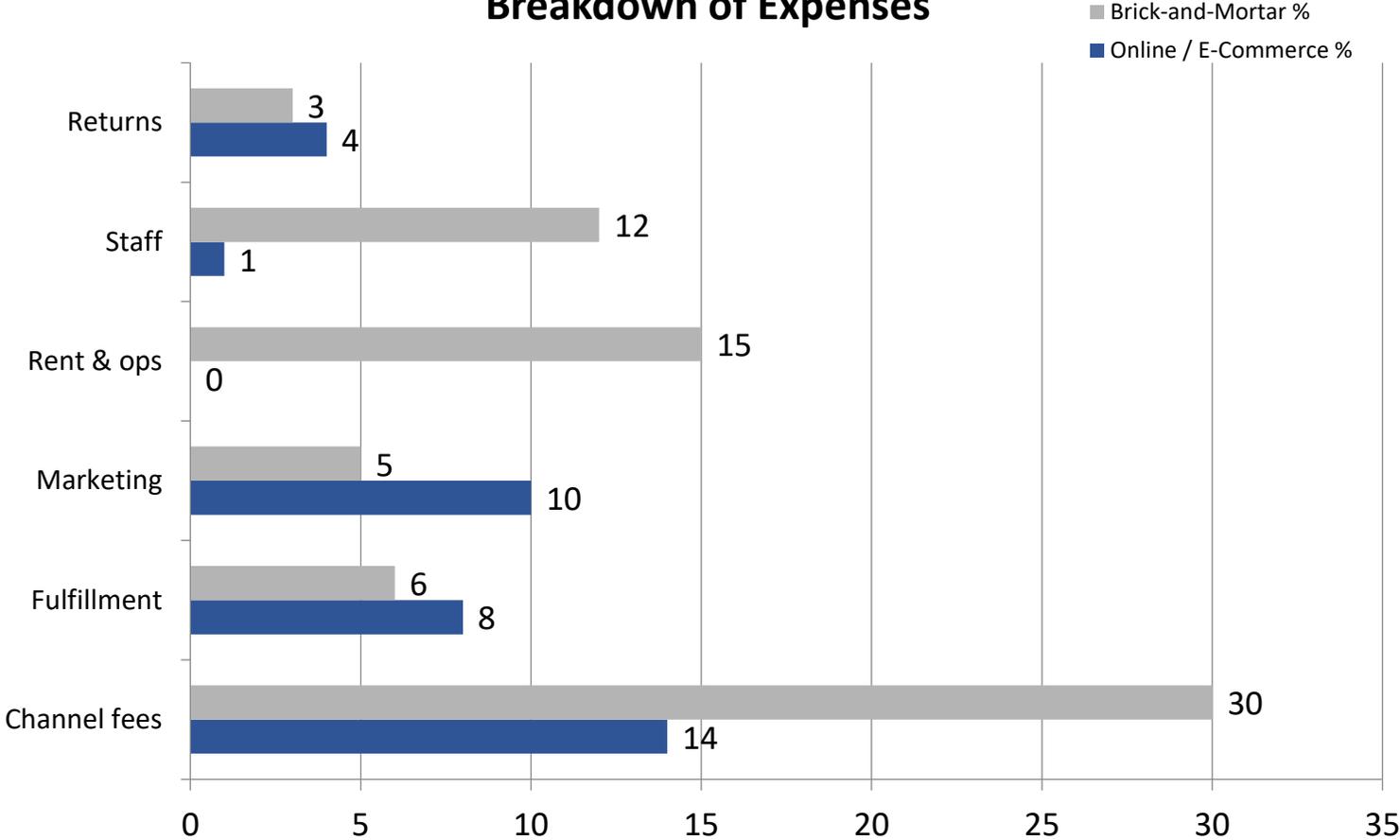
 **Strategic Insight:** Online channels maximize margin capture, while hybrid models are essential for bridging the "Trust Gap" in MedTech.

FINANCIAL ANALYSIS

Cost Structure Comparison

Breakdown of Revenue & Expenses

Breakdown of Expenses



Source: Provided benchmark ranges (McKinsey / Deloitte / PwC style industry benchmarks).



Brick-and-Mortar

HIGH FIXED OVERHEAD

COGS

35–55%

Retail Margin

20–40%



Online / E-Commerce

Low Fixed Costs

COGS

35–55%

Marketing & Fees

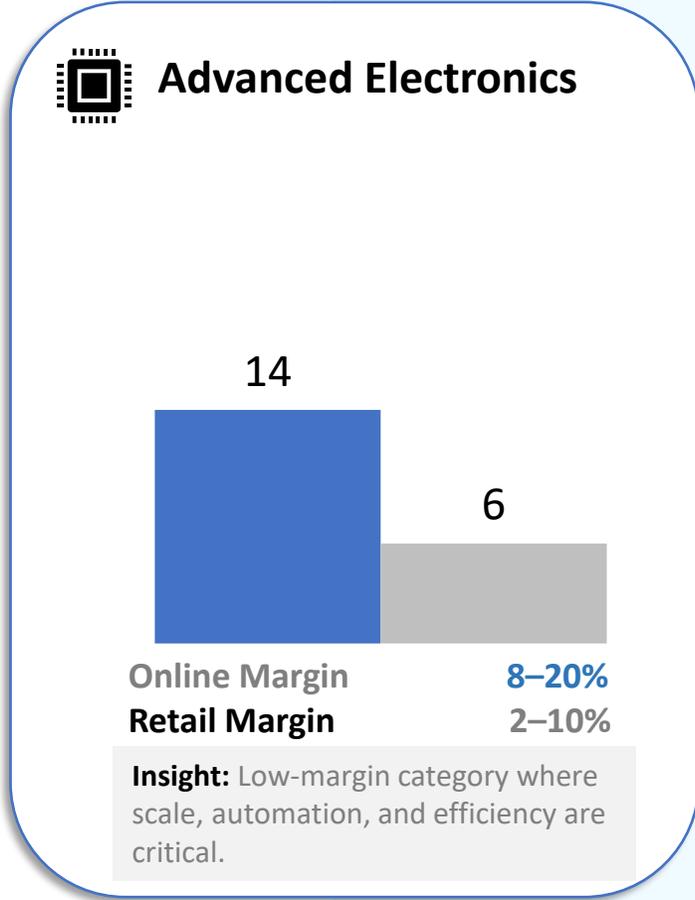
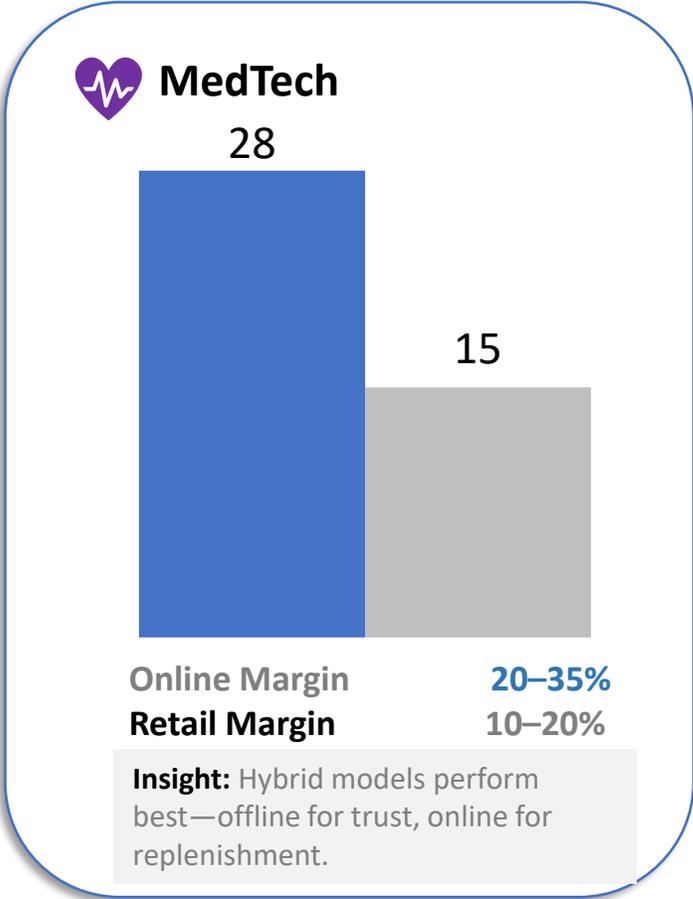
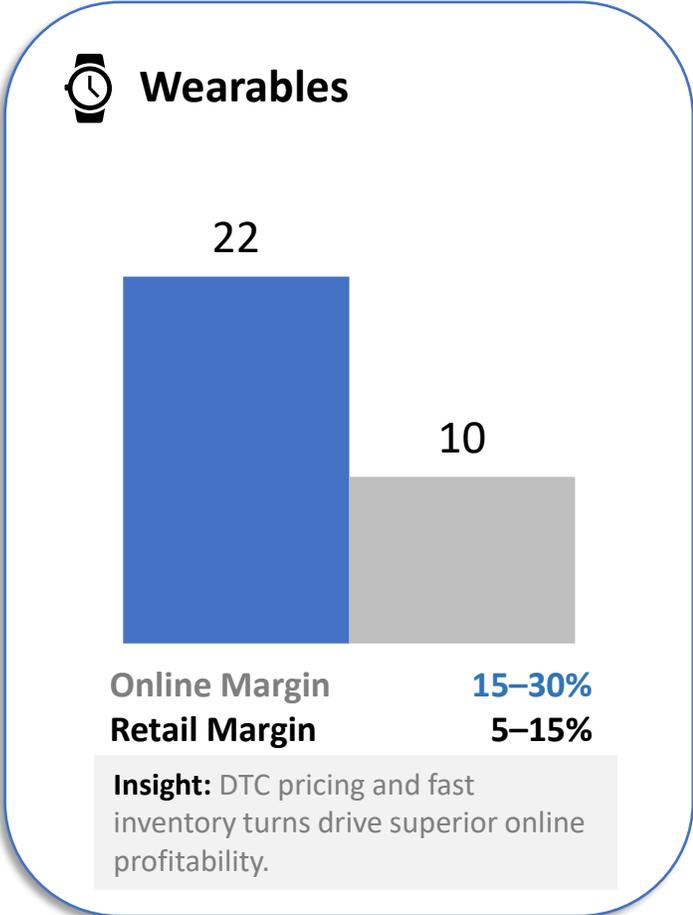
13–35%

Comparison based on typical US market economics for Advanced Electronics and MedTech categories.

FINANCIAL ANALYSIS

Profitability by Category

Typical Net Margins (US)



Sources: Statista | McKinsey | Industry estimates

Market Structure & Category Definitions

Typical Net Margins (US)



Wearables

HIGH GROWTH

Includes

- ✓ Smartwatches
- ✓ Fitness trackers
- ✓ Smart rings
- ✓ Activity monitors

Key Examples: Oura Ring, Fitbit, Apple Watch, Garmin devices



Medical Devices

REGULATED (MEDTECH)

Includes

- ✓ Diagnostic devices
- ✓ Therapeutic devices
- ✓ Hospital equipment
- ✓ Implantables

Key Examples: Hearing aids, patient monitors, pacemakers, BP cuffs



Advanced Electronics

HIGH GROWTH

Includes

- ✓ Smartwatches
- ✓ Fitness trackers
- ✓ Smart rings
- ✓ Activity monitors

Key Examples: Oura Ring, Fitbit, Apple Watch, Garmin devices

MARKET INTELLIGENCE

US Channel Mix

Digital Dominance

For the first time, online channels are projected to surpass traditional retail in total volume, driven by operational efficiency and scalability.



Online Channel

52%

Offers higher margins and unlimited geographic scalability.

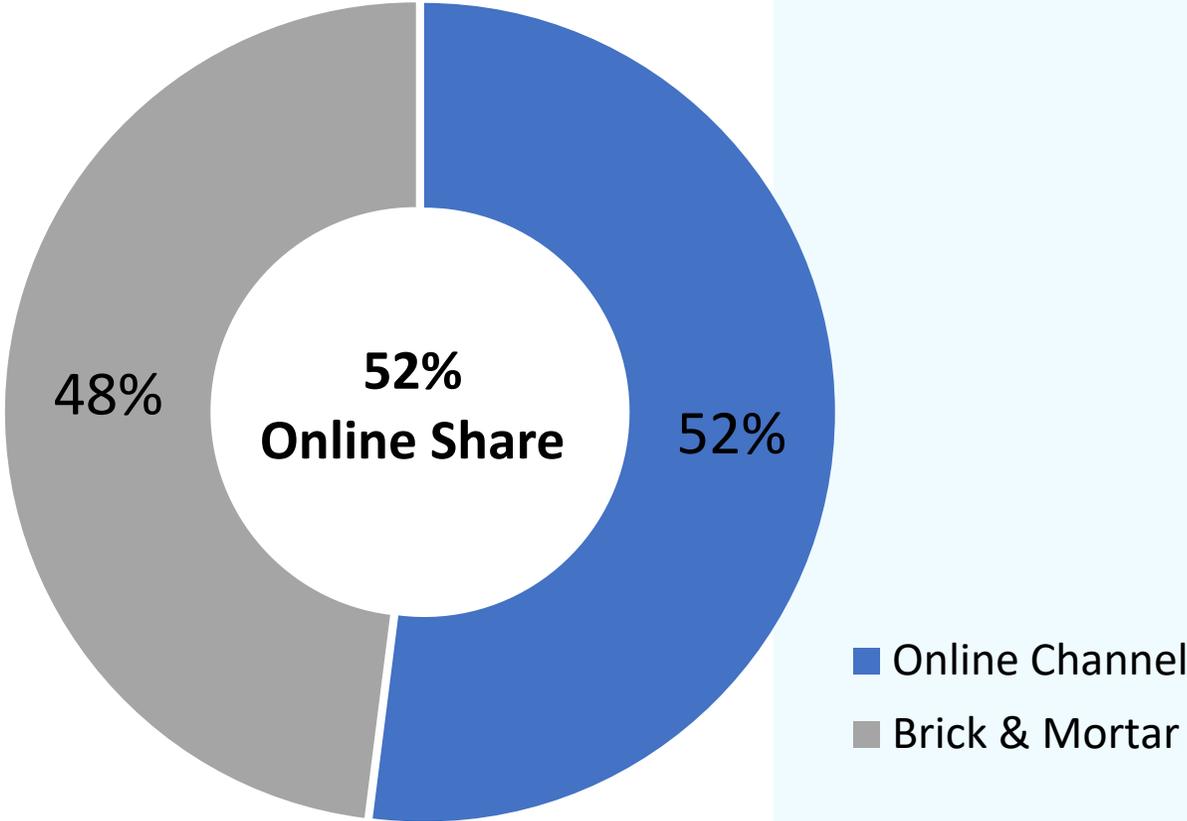


Brick & Mortar

48%

Essential for MedTech trust building and immediate fulfillment needs.

Online vs Brick & Mortar

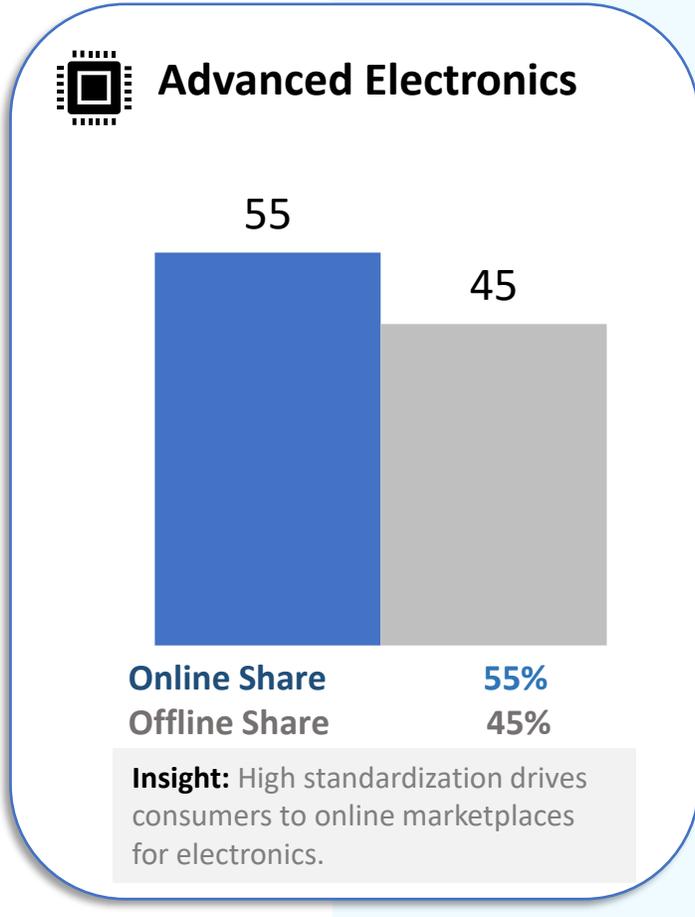
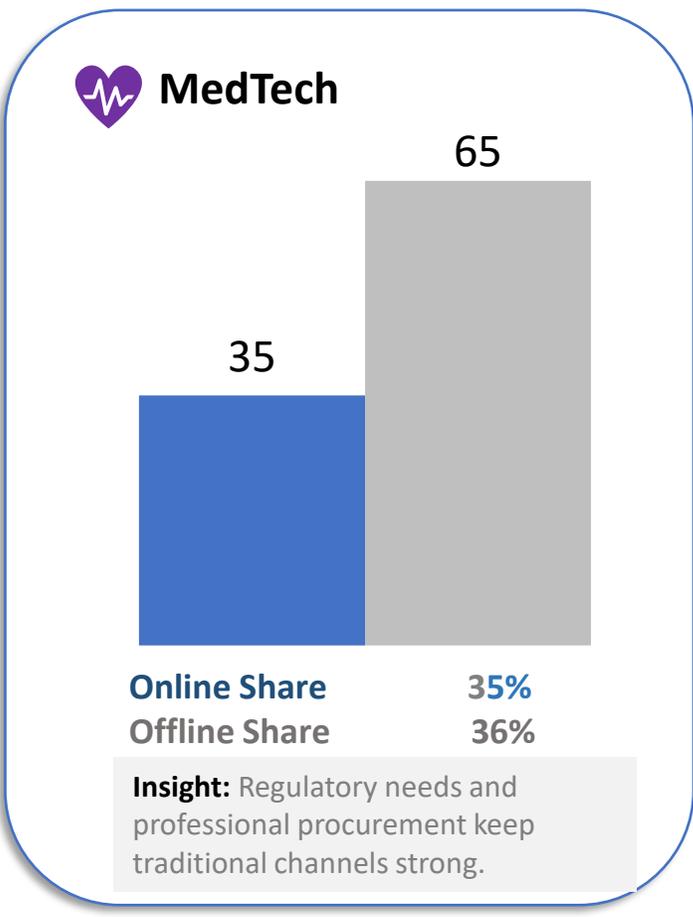
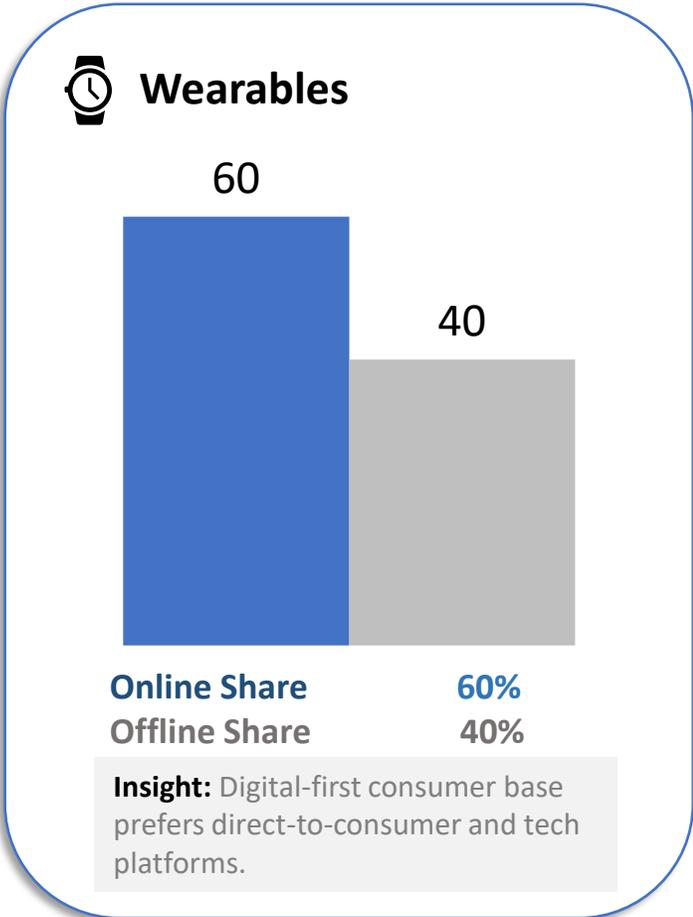


Sources: U.S. Census Bureau | McKinsey | Deloitte | Industry Estimates

MARKET CHANNEL ANALYSIS

Online Share by Category (US)

Online vs. Offline Distribution



Sources: Statista | McKinsey | Industry estimates

STRATEGIC OVERVIEW

Executive Summary

Key Takeaways & Opportunity



Significant Market Growth

Large, expanding global markets across Advanced Electronics, Wearables, and MedTech offer sustained revenue potential through 2030.



Channel Economics

Online and hybrid channels consistently demonstrate superior scalability and margin efficiency compared to traditional brick-and-mortar alone.



Strategic Bridge

A clear, immediate opportunity exists to bridge global manufacturers with high-value North American markets through structured entry.



PacificNord Execution

Uniquely positioned to enable this transition through integrated go-to-market strategy, regulatory localization, and sales execution.

Next Steps: Channel Selection & Launch Planning