

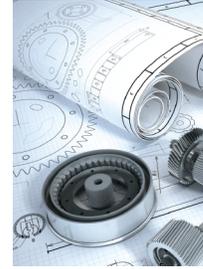
"Ideally all amputees everywhere should have access to the best possible options. That is not realistic. We have focused on creating extremely high functioning prosthetics using less expensive and lower tech methods and we plan to continue development in this area. We plan to use methods that apply to folks with limited funds in this country and throughout the world." Matt Perkins, Leader of the Pack (CEO & President)

COYOTE ON THE PROWL FOR GLOBAL OPPORTUNITIES

ABOUT. Coyote Design & Manufacturing is a company of four employees based in Boise, Idaho that designs, tests and manufactures components used in the fabrication of orthotics and prosthetics. Coyote is committed to improving the quality of life of a wide range of orthotic and prosthetic wearers around the world through research, development, and construction of innovative, high functioning, reliable, and quality products.

THE CHALLENGE. Over the years, Coyote developed a close working relationship with TechHelp's New Product Development Team in the areas of product design, prototyping, testing and manufacturing. As Coyote grew, the company began to receive product inquiries from around the globe. Market research had shown that the true market for Coyote's products was The World. In order to maximize the effectiveness of Coyote's small team, management decided to participate in Idaho's ExporTech Program to develop a proactive way to identify and enter profitable export markets.

MEP'S ROLE. Coyote applied for and was accepted into Idaho's highly competitive ExporTech program based on its successful line of products and its potential for worldwide sales. Coyote's ExporTech team consisted of staff responsible for international orders and shipping. Coyote was paired with a coach from the Idaho District Export Council and an intern from Boise State University. The team would have three months to research export opportunities and create an action plan for entering its most promising markets. The Coyote team used the ExporTech process to narrow the field to Germany, India & Taiwan. They then chose to focus first on Germany, a large market with a good healthcare program and some solid distributors.



RESULTS



Achieved **94%** growth in sales volume



Expanded into markets including Germany, Australia, New Zealand, Canada, France, and Japan



Grew company to **19** employees



Moved product development work in-house, products to market faster



Added 3-D printing capabilities to manufacturing process

NEXT STEPS



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