

LymphaTouch 5y strategy

1. Vision & Mission (2023-2028):

Vision: "Lead global lymphatic health through unparalleled therapeutic innovation."

Mission: "Empower and rehabilitate millions globally by offering state-of-the-art LymphaTouch therapy solutions."

2. Market Expansion & Segmentation:

Primary Focus: Expand further into Asia and North America due to rising healthcare investment.

Niche Segment: Explore the potential in aesthetic markets.

3. Product Development:

2023-2024: Launch LymphaTouch Light and LymphaTouch Pro

2025: Develop a next-gen LymphaTouch model with AI-driven therapeutic guidance.

2026-2028: Collaborate with telemedicine platforms for integrated care solutions.

4. Sales & Marketing Strategy:

Personalization: Adopt AI-driven CRM systems to personalize sales campaigns.

Content Marketing: Publish patient stories, case studies, and research-backed content.

Virtual Engagement: Increase VR and AR demo sessions for institutions and potential partners.

Influencer Collaborations: Partner with health tech influencers and lymphatic health advocates.

5. Customer Experience & Support:

2024: Launch a dedicated LymphaTouch app offering user guides, support, and therapy tracking.

2025: Establish 24/7 global customer support hubs in multiple languages.

2026: Incorporate AI-driven chatbots for immediate query resolution.

2027-2028: Offer AR-based real-time device setup and troubleshooting guidance.

6. Sustainability & Corporate Responsibility:

Green Manufacturing: Transition 50% of manufacturing processes to sustainable methods by 2026.

7. Partnerships & Collaborations:

2024: Forge partnerships with leading hospitals and physiotherapy chains.

2025-2026: Collaborate with research institutions for advanced therapeutic studies.

2027: Seek integration opportunities with broader health tech wearable brands.

2028: Establish academic programs with universities to study and research lymphatic health trends.

8. Financial Projections:

Revenue Growth: Target to significant growth, reaching 6.5M€ by 2028.

R&D Investment: Allocate 10% of annual revenue to research and product development.

Profit Margins: Streamline operations and adopt tech solutions to maintain a 30% net profit margin.



Financial figures

Financial year	2023	2024	2025	2026	2027	2028
Revenue	1 050,00 €	2 404,00 €	3 746,00 €	4 961,00 €	5 705,00 €	6 550,00 €
Grants	0,00 €	0,00 €	0,00 €	0,00 €	0,00 €	0,00 €
Inventory change	0,00 €	0,00 €	0,00 €	0,00 €	0,00 €	0,00 €
Capitalised expenses	190,00 €	30,00 €	40,00 €	40,00 €	40,00 €	40,00 €
Total output	1 240,00 €	2 434,00 €	3 786,00 €	5 001,00 €	5 745,00 €	6 590,00 €
Cost of materials + external services [COGS]	-325,00 €	-758,00 €	-1 190,00 €	-1 510,00 €	-1 600,00 €	-1 700,00 €
Gross profit	915,00 €	1 676,00 €	2 596,00 €	3 491,00 €	4 145,00 €	4 890,00 €
Personnel expenses/staff costs	-340,00 €	-630,00 €	-900,00 €	-950,00 €	-1 000,00 €	-1 000,00 €
Other operating expenses	-665,00 €	-560,00 €	-670,00 €	-770,00 €	-870,00 €	-970,00 €
EBITDA	-90,00 €	486,00 €	1 026,00 €	1 771,00 €	2 275,00 €	2 920,00 €
Depreciation	-214,00 €	-140,00 €	-120,00 €	-110,00 €	110,00 €	110,00 €
Operating result [EBIT]	-304,00 €	346,00 €	906,00 €	1 661,00 €	2 385,00 €	3 030,00 €
Interest income/interest result	-36,00 €	-30,00 €	-25,00 €	-20,00 €	-20,00 €	-20,00 €
Taxes	0,00 €	0,00 €	0,00 €	0,00 €	0,00 €	0,00 €
Net income after taxes (NIAT)	-340,00 €	316,00 €	881,00 €	1 641,00 €	2 365,00 €	3 010,00 €