

equation

creative showcase

3

Issue



**making
brands
mean
business**

**Equation is a branding
and visual communications
agency focused on helping
clients build value, growth
and engagement through
their brand.**

Our approach combines creative and strategic thinking with technical expertise and personalised service, minus the inflated costs, which equals excellent results every time.

Contents

Shopping Centre Council of Australia

Brand identity development, website,
event multimedia and materials

Biointelect

Brand identity development and implementation

Sirtex

Internal communications development

Our Lady of the Sacred Heart College Kensington

Brand identity development and implementation

Board of Studies, Teaching and Educational Standards

AA Accessibility-rated interactive PDFs

Shopping Centre Council of Australia

Brand identity
development, website,
event multimedia
and materials



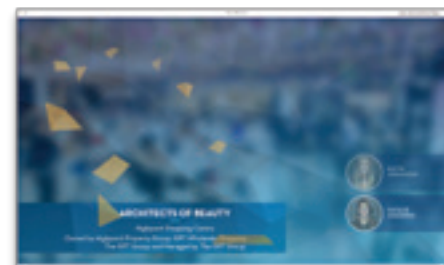


SHOPPING CENTRE
COUNCIL OF AUSTRALIA
MARKETING AWARDS

Frank Lowy
Fellowship



Shopping Centre Council of Australia
Event multimedia and materials.





Biointelect

Brand identity
development and
implementation







BioIntelect.

Partnering

BioIntelect provides a range of partnering services for our clients.

The partnering process can involve searching for partners with capabilities to commercialise the asset or scouting for assets for companies that have existing capabilities to add to their portfolio. We conduct detailed market evaluations and define optimum clinical, regulatory, re-imbursement and market-entry strategies to get an asset partner ready. We can guide you from the initial outreach to potential partners, through the due diligence process and negotiations, to deal execution and handover.

B. | Bio101. | BioIntelect.
Owned by Biotech Capital Limited.

Suite 142, 117 Old Pittwater Road
Brookvale, NSW 2100
P 1300 800 984
E info@biointelect.com
biointelect.com



BioIntelect.

Commercialisation

Whether your product is pre-clinical, pre-market or in-market, we can help you evaluate and optimise value by providing:

- Market Evaluation
- Market Analysis
- Forecasting
- Market Research
- KOL Engagement
- Advisory Boards
- Competitive Pipeline Analysis
- Pricing and Reimbursement Considerations
- Pathway to Market Analysis
- "Reality Check"

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Medical Technology

Our team has extensive experience guiding both start-up ventures and multinational companies through medical device launches. We have consulted to clients across North America, Asia Pacific, and Europe, and have a keen understanding of the unique natures of their environments. We can help with:

- International Regulatory Strategies and Submissions (CE, ARTG, PMA, 510 (k))
- Pre-Submission consultations with Regulatory Authorities
- Clinical Development Strategies and Management of Clinical Trials
- Post-Market Support (Post Market Vigilance, Adverse Events and Recall)
- Technical File Completions/Reviews
- Fit-For-Purpose Quality Management Systems (ISO 13485)
- Internal and 3rd Party Auditing
- Critical Supplier Qualification and Selection
- Distributor Qualification, Selection, Systems and Processes

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Clinical Trials

Our team has extensive experience in the development and implementation of international clinical research strategies for drugs, biologics and devices. We help companies big and small with:

- International Clinical Research Strategies
- Management of all phases of clinical trials for pharmaceuticals, devices and IVDs in compliance with ICHGCP and ISO14155
- Investigational site assessment
- Clinical study start up including protocol, IB, Informed Consent, CTN, ethics applications and contract negotiations
- Operational procedures and training
- Audit of investigational sites, sponsor, laboratory, and pharmacy

Australia's Clinical Trial Notification (CTN) scheme has been a global benchmark for best practice in reducing the regulatory burden on clinical trial sponsors. The CTN scheme eliminates unnecessary duplication and saves sponsors conducting clinical trials in Australia a considerable amount of time in study start up time and costs.

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BioIntelect.

Bringing science to market.

BioIntelect is a strategic planning and commercialisation consultancy.

We provide a range of services for biopharmaceutical, medical device and IVD companies seeking to commercialise new technologies globally.

- Commercialisation
- Partnering
- Regulatory
- Clinical
- Quality

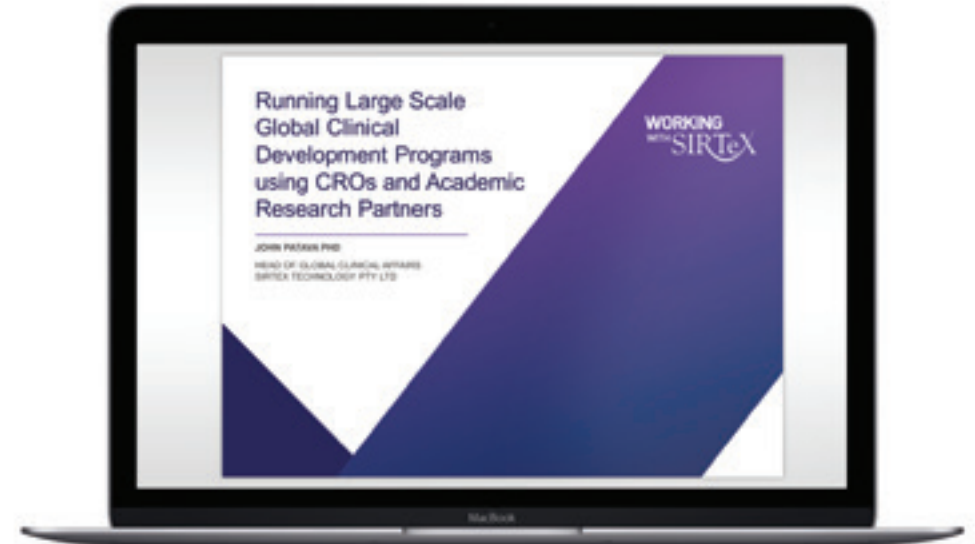
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Sirtex

Internal communications
development





Professional
Development
Framework

Development@Sirtex

GROWING
WITH
SIRTeX

The Sirtex Code

2016

WORKING
WITH
SIRTeX

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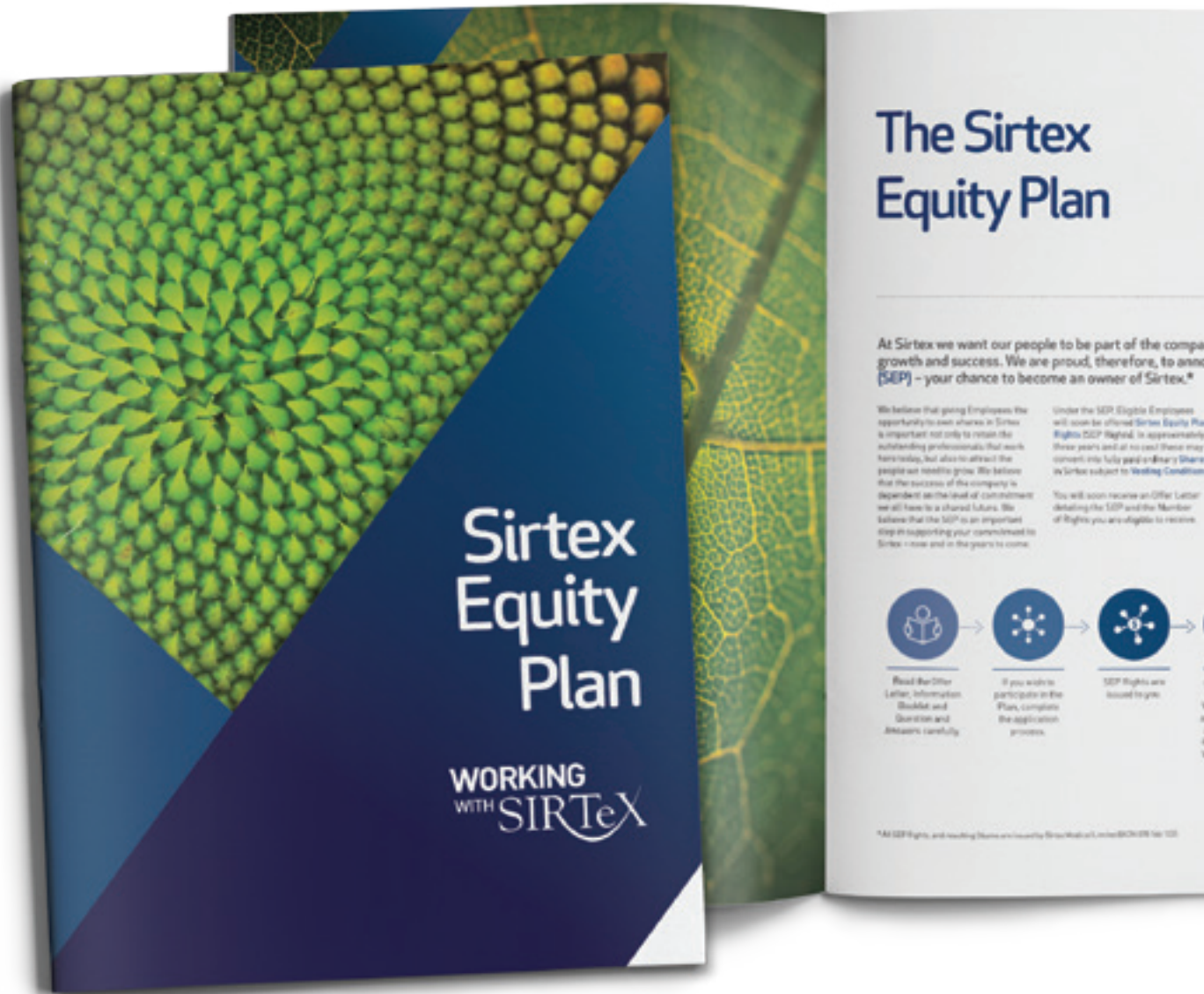
Continuing Professional
Development Programs

Managing@Sirtex

GROWING
WITH
SIRTeX

Sirtex

Suite of print materials.



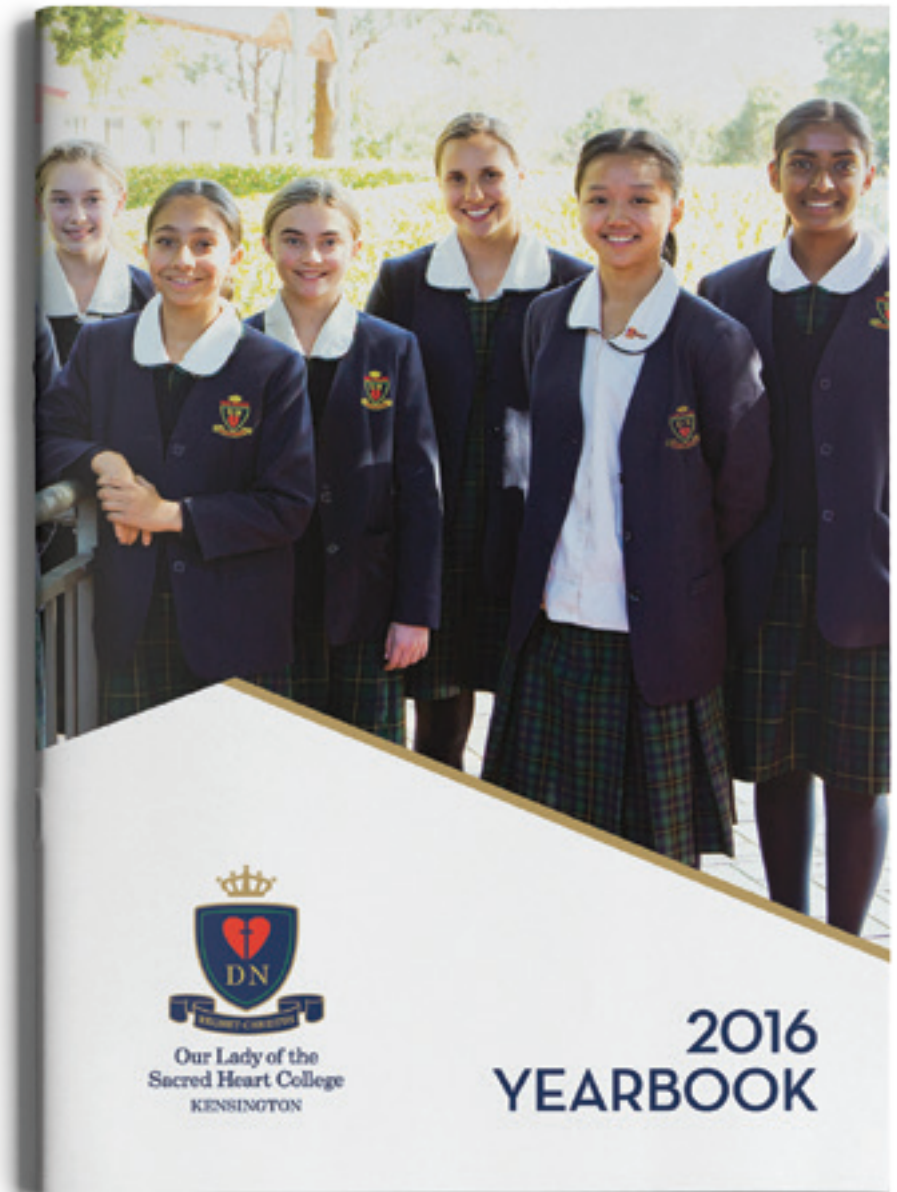


Sirtex
Pull-up banners, notebook and leather journal.



Our Lady of the Sacred Heart College Kensington

Brand identity development and implementation





Our Lady of the Sacred Heart College Kensington
Prospectus.







Board of Studies, Teaching and Educational Standards

AA Accessibility-rated
interactive PDFs





Equation cares for the environment.
This brochure is printed on ecoStar, an environmentally responsible, carbon-neutral stock manufactured from 100% post consumer recycled paper in a process chlorine free environment under the ISO 14001 environmental management system.






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