



# A WORD WITH THE CEO

Guillaume Viallaneix



## **You and your partners created Eden Spine in 2006. How are you and how is the company?**

My philosophy is that there are no such things as “life” and “work.” There is just life! We are not what we do, but what we do is an undeniable component of our lives. So, at Eden Spine, we are on a mission to enjoy the ride, building relationships, hopefully positively impacting society and creating a few smiles along the way.

Two things have given me extreme satisfaction with the company in the past few years. First, I feel truly fulfilled every time I see an x-ray of a patient that is doing well after using one of our proprietary spinal technologies. And second, the good work done by the Eden Spine team has allowed our families to prosper in many ways. So in answer to your questions, I am doing great!

## **That’s good, how would you summarize in a few words Eden Spine’s accomplishments in the past 5 years?**

Eden Spine is a very unique organization. Indeed, we are small but global with headquarters in the US and a wholly owned subsidiary in Switzerland. Our R&D efforts to date have been focused on developing highly differentiated niche technologies instead of high volume commodity products. We have set-up distribution in 15 markets around the world without a dedicated sales team. We have developed strategic partnership agreements with renowned companies such as K2M and Stryker. Finally, everything has been accomplished organically without VC financing.

“Phase 1” of the company’s life cycle was about building a solid quality system, an IP portfolio, getting proprietary technologies approved for sales in the US and in Europe, and creating the foundations of a global distribution network. This is done, we are now entering “Phase 2,” which is about adding more traditional technologies to our current product offering and implementing a unique strategy to propel the Eden Spine Group to get into aggressive growth mode.

To make a long story short, I feel that since 2006, we have created the foundations of a solid Medtech organization, that possesses today all of the ingredients to become a powerhouse in the US, Europe, and all over the world.



## **Congratulations on your accomplishments, but growth is expensive. How are you going to do it organically?**

This is where the “rubber hits the road.” We fully realize that it takes capital to grow and that we are in a capital-intensive business. Our board has made the decision that the time was right to raise capital. I can officially announce today that we are now in fund raising mode!

The company is looking to raise the necessary capital to be in a position to finance its “Phase 2 strategy.” Considering that this funding will still be our “Series A” and that the scientific and business foundations are in place, we feel that it is a great opportunity for an investor looking to be a part of an exciting venture with unlimited potential.

“ I do not believe that in our hyper-competitive spine industry, customers are just looking for the next implant. At the end of the day, tight strategic relationships that foster an emotional connection with the customers is the key to long-term success. ”

## **I am curious; you mentioned that you are implementing a unique Strategy. Can you tell me a few words about it?**

I am very excited about this. As I mentioned in a 2009 interview, I am a key proponent of lateral thinking and cross-industry analysis. It is amazing how some industries are so good at doing something and so bad at other things. I find it inspirational to think outside of the Orthopaedic box, and see if there is something that someone else is doing that could be applied for the first time in the Medtech industry.

This curiosity led me to the realization that a “franchise” inspired strategy could make sense in the Ortho world. Without getting into too much detail, I can tell you today that we are looking to create 50 Eden Spine Franchises internationally within the next 12 months, large and small, such as Eden Spine Germany, Eden Spine India or Eden Spine Guatemala etc. We are also launching the same program in the United States, with the creation of an Eden Spine Distribution Network, composed of independent stocking distributors, who will carry the Eden Spine flag, in each State, such as Eden Spine California, Eden Spine Florida etc. Simultaneously, we will maintain our traditional distribution model whenever and wherever it makes sense and of course nothing will change with our current distributors, they will only have additional options.

I strongly believe in the power of fully integrating distributors in the Eden Spine family, building long-term business and scientific relationships, a common brand, selling a common product portfolio, and sharing knowledge and experiences with a common vision. Someone once said, "If you want to move quickly, go alone; if you want to move far, go together." With the “Franchise” strategy, Eden Spine is in the “Go Together Business” with the dual mission of creating value while positively impacting society.



## So you believe that your strategy is sufficient for Eden Spine to become a high growth player in the spine industry for years to come?

Yes, but it is more than that. The key here is that we have clearly defined our niche market. We are in business today to create a unique sensorial experience with our customers; one that is intimate, that changes the paradigm, and that will stand the test of time. Just like people do not buy an Apple computer or an iPad because of its microprocessor, I do not believe that in our hyper-competitive spine industry, customers are just looking for the next implant. It is of course necessary to have clinically relevant differentiated lead generation technologies with unique selling points, but at the end of the day, tight strategic relationships that foster an emotional connection with the customers is the key to long-term success.

Because of the new world-order created by the power of the Internet, creativity is overtaking capital as the elixir of growth. The monopoly of information by dominant corporations is gone, and small to mid-size organizations now have the opportunity to connect directly with their customers on a global scale as well as a personal level. This was totally unimaginable only 20 years ago. Today, consumers and partners, all over the world, are looking for a personal connection with the companies they deal with.

This is the new age of communication and Eden Spine is taking full advantage of it, starting with the development of the Franchise network, and the personal dialog and brand building efforts that comes with the program. Eden Spine and its network have a clear understanding of each other's needs and cultural orientations. In addition, business is not only based around the product but it is centered on bringing life enhancing solutions to the whole experience.

“ I see a substantial distribution and clinical network composed of independent Eden Spine franchises, emotionally & strategically connected to the Eden Spine brand. ”

## What is your vision for Eden Spine 3 to 5 years from now?

First, from an equity perspective, I anticipate the integration of several investors looking to join the Eden Spine family, investing growth capital, and even more importantly bringing their expertise to the table to help the company achieve its potential. Second, I see the completion of our product offering adding high volume commodity products to our lead generation technologies. Finally, I see a substantial distribution and clinical network composed of independent Eden Spine franchisees in the US and around the world emotionally and strategically connected to the Eden Spine brand, all sharing the same dream. Quite an exciting program!

**Thank you.**

Interviews by  
ORTHOPAEDIC creative case



PH 407 416 4470

139 Walnut Crest Run  
Sanford, FL 32771 - USA

[contact@orthocreaticase.com](mailto:contact@orthocreaticase.com)