



ÜSİMP ULUSAL Kongresi - Fuarı - Sempozyumu

Değişen Küreselleşmede Sürdürülebilir Üretim için ÜSİ

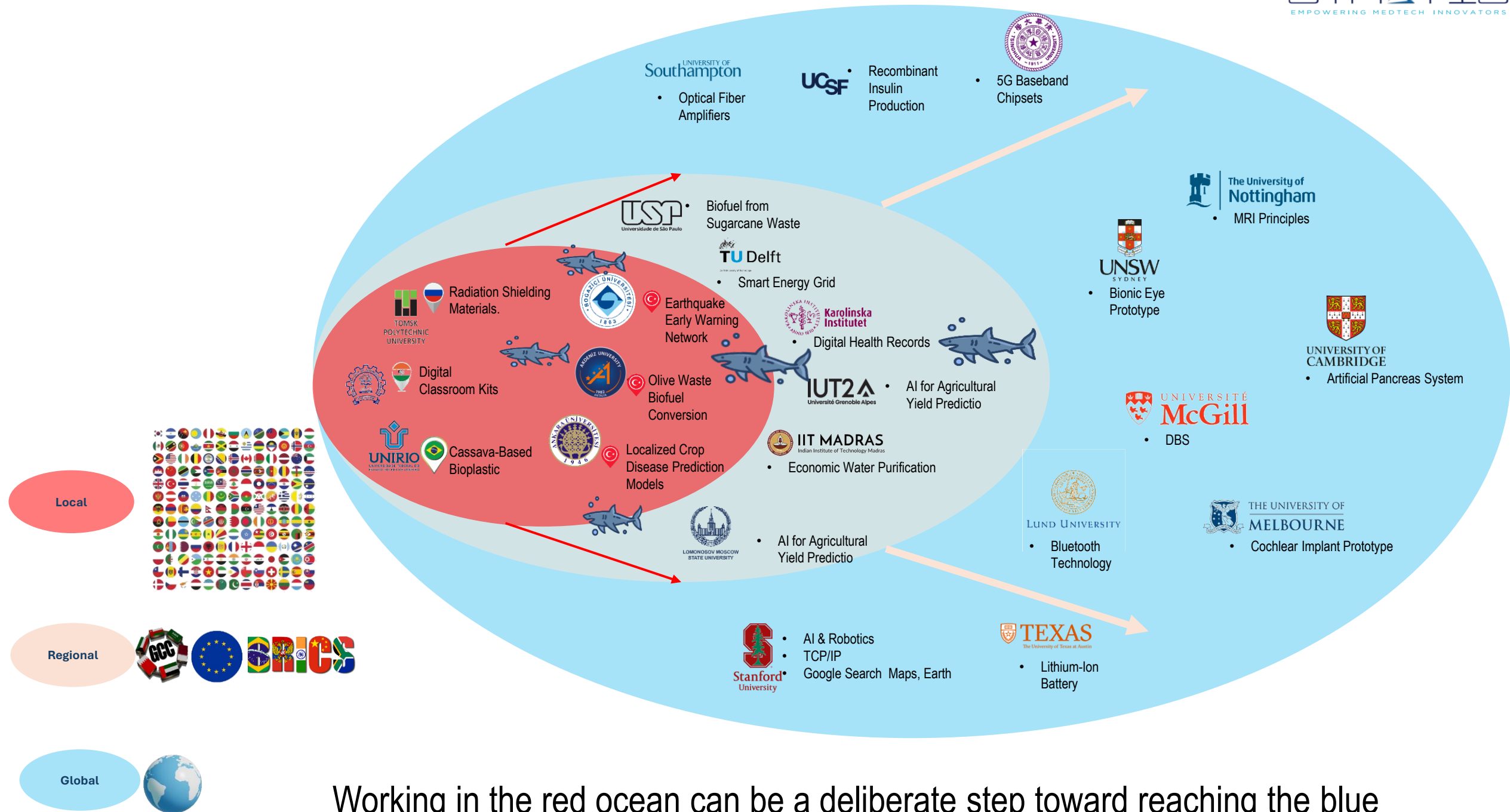
YENİ KÜRESELLEŞMEDE ÜRETİM SÜRDÜRÜLEBİLİRLİĞİ İÇİN SANAYİ ÜNİVERSİTE İŞ BİRLİKLERİ **Industry-University Collaboration, Case Studies**

Souheil ElHakim, PhD

STRATIS
EMPOWERING MEDTECH INNOVATORS

27-28 Kasım 2025 | ODTÜ Kültür ve Kongre Merkezi, Ankara

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Working in the red ocean can be a deliberate step toward reaching the blue



Prof. Özgür Yeniye

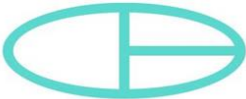


Dr. Serdal Temel



Company Status

The Industry



BIÇAKÇILAR



Portfolio



Regulatory
Readiness



Finances



Know-how



Sales & Marketing
Structure



The University



soranusmed
MEDICAL DEVICES

B-Fiks Üretim ve Satış

Potansiyel Pazar ve Satış Geliri

Türkiye ve Yurtdışı Satış tahmini

- 1 yıl: 1800 adet
- 2.Yıl: 2000 adet
- 3.yıl: 2250 adet
- 4.yıl: 3000 adet
- 5.yıl: 4000 adet

Toplam: 13.050 adet

Yurtiçi hastane satış fiyatı=180 \$;

Yurtdışı satış fiyatı = 200\$;

Birim üretim maliyeti = 15\$

5 yıllık ortalama satış geliri = 2.479.500\$

5 yıllık üretim maliyeti = 195.750\$

B-Fix Midurethral Sling Set

Midurethral Sling Set offers the possibility of application for 4 methods used in the clinic: Top-down or bottom-up in retropubic placement (TVT), inside-out or outside-in in transobturator (TOT) placement.

Patented design

Type 1, polypropylene, macroporous and hypoelastic mesh

Easily detachable sleeves with pre-cut

TROCAR DESIGN

- Depending on the preferred intervention method, plastic handle trocar options are available.
- Ergonomic trocar handle design provides precise and optimal control during intervention.
- Trocar is made of 3.6 mm stainless steel suitable for medical use.
- Thanks to the use of the trocar with the trocar guide included in the set, tissue damage is prevented and additional safety is provided for the patient, along with ease of use during entry maneuvers.

Patient specific minimal invasive adjustability

ADJUSTABILITY

- Due to its adjustability feature, Midurethral Sling Set enables lowering/raising operations according to the patient's needs with minimally invasive operation up to 7 days after the surgical intervention.
- Polypropylene sutures provided in the set are used for the adjustment feature.
- Suture tips are placed into PVC rubings for postoperative adjustment process.

Trocar Guide

Adjustment System

Trocar design providing safe, ergonomic, optimal ease of use

- Most impactful ideas begin in universities and take shape through industry.
- They don't need to be global, original, or complex—what matters is solving real problems with added economical and real value to the customers - industry, users, consumers.

THANK YOU!

For questions or follow-up, please contact:

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