

Mitacs Business Strategy Internship (BSI): Partner Proposal One Health Medical Technologies (OHMT)

Organization Name: One Health Medical Technologies (OHMT)

Please Send Resume/Cover Letter To: Amanda Zimmerling, President, admin@onehealthmedtech.com

Seeking Applicant in:

Edwards School of Business, Management & Marketing

Background:

One Health Medical Technologies (OHMT) is a biomedical engineering firm that has developed a high-potential Modular Gardening System. While the product is technically sound, the organization currently lacks a dedicated commercial department to transition this innovation "from seed to sale". The primary innovation challenge is the lack of a formalized, repeatable B2B and B2C marketing and sales framework to move the project from a research-and-development phase into a self-sustaining commercial venture. This project goes beyond day-to-day operations by requiring the design and implementation of an entirely new market entry strategy for the Saskatchewan market and beyond. Solving this problem requires expertise in market development, digital content strategy, and relationship management.

Objectives & Methodology/Approach:

The project aims to establish a scalable commercial foundation for the modular garden and future consumer-facing products.

- **Objective 1: Market Research & B2B Identification.** The intern will identify and vet local businesses, garden centers, and commercial clients for partnership opportunities starting in Saskatchewan and then expanding to neighbouring provinces.
- **Objective 2: Strategy Development.** Create a lean marketing plan that balances digital presence with physical outreach. This will consider planting seasons, holidays/sales etc., and determine a balance of effort between B2C and B2B channels.
- **Objective 3: Content Creation & Branding.** Script, film, and edit short-form video content and social media materials to demonstrate the system's value proposition to deploy within the framework of the developed strategy.
- **Objective 4: Direct Market Engagement.** Conduct face-to-face "walk-ins" and cold calls to secure the first wave of commercial distributors. Receive and modify strategic approaches based on input and feedback from clients and customers.

Timeline:

- Month 1: Discovery & Foundation. Competitive analysis, identifying top 50 local B2B leads, and auditing current website/branding. Strategic analysis of expansion into areas with longer and/or different growing seasons for maintained sales year round.
- Month 2: Content & Asset Development. Scripting and producing a video library; designing physical promotional materials for garden centers. This will be carried out throughout the growing season to get clips and images demonstrating the modular planters at all stages of garden life.



- Month 3: Active Outreach & Sales. Initial cold calls and in-person site visits; setting up physical display units at partner locations. Development of a strategy and procedure for customer relation management and identification of the length of sales cycle and requirements for expanding with retail distributor partners.
- Month 4: Optimization & Reporting. Launching ad campaigns, refining the sales funnel based on feedback, and drafting the final commercialization manual for future products

Deliverables:

- Comprehensive Marketing & Sales Strategy: A repeatable playbook for B2B/B2C outreach to be used in the following year leading up to the growing season.
- Digital Content Library: A suite of edited short-form videos and social media assets.
- Operational Website Improvements: Updated landing pages optimized for consumer conversion.
- Established Partner Network: A list of secured distributors and retail partners in the Saskatchewan area.
- Final Internship Report: A summary of market feedback and strategic recommendations for future consumer goods.
- Increased Revenue: Increased revenue directly from the project, followed by further increased revenue in the upcoming year when the full strategy is able to be put in play before the spring.