

CGM Market Entry

Sample excerpt · redacted

The Strategy Package is the full market-entry playbook: where to play, how to win, and exactly what to do in the first twelve months. This excerpt shows the complete structure of the deliverable plus one unredacted analysis — the competitive positioning map — and one redacted teaser of the partnership-target work.

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TIER **Strategy Package · 14-day engagement**

SAMPLE EXCERPT. An illustrative, redacted work sample built from public data to demonstrate the structure and depth of a Strategy Package. Redacted elements (██████) represent client-specific analysis delivered only in a paid engagement. No confidential information is included.

What the full package contains

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A complete, decision-ready market-entry strategy — delivered as a single engagement.

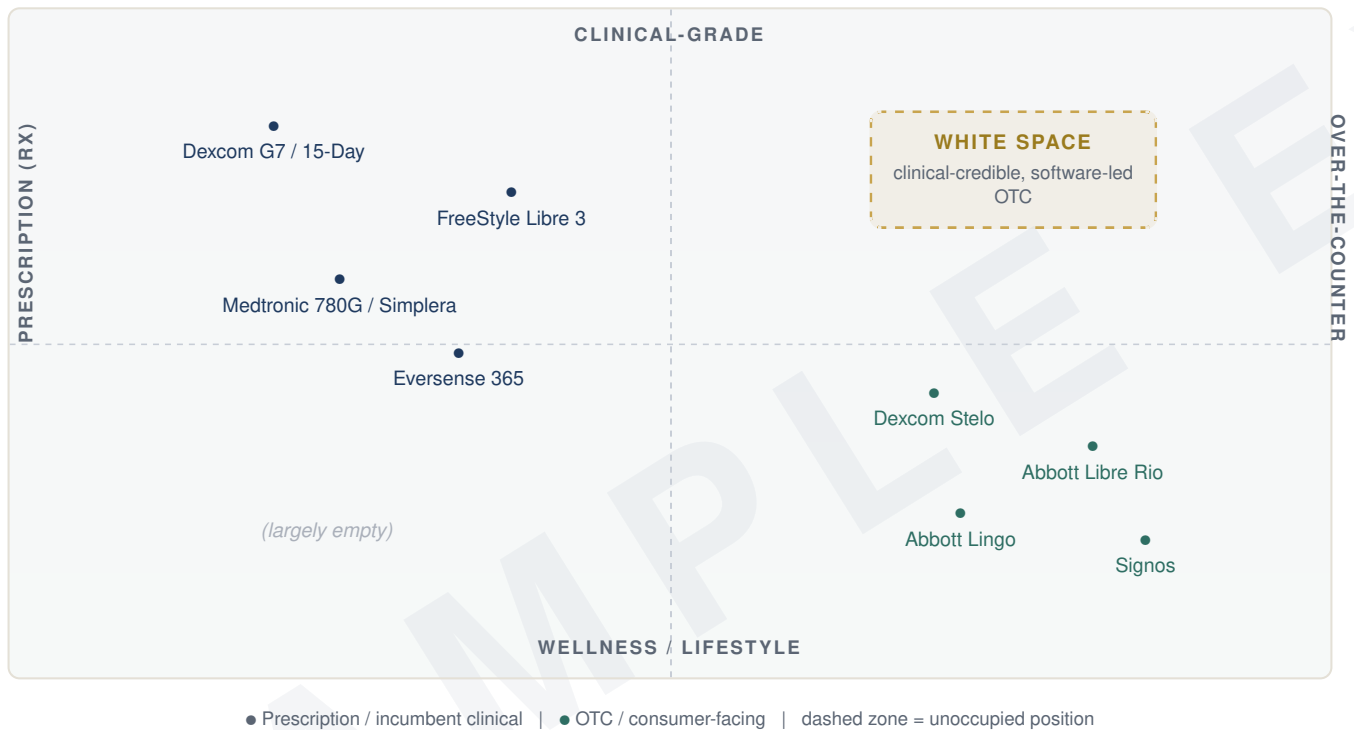
1	Executive Summary & Strategic Recommendation	p. 2
	The single recommended entry path, the rationale, and the decision in one page.	
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	TAM/SAM by segment, updated and stress-tested from the Market Report.	
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	Coding, coverage sequencing, and the DME-vs-pharmacy channel decision.	
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	Channel strategy, launch sequencing, and pricing architecture across tiers.	
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	Segment-by-segment value propositions and proof points. <i>(Excerpt follows.)</i>	
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	Ranked target list with strategic-fit scoring and rationale. <i>(Teaser follows.)</i>	
9	12-Month Action Plan	p. 27
	Sequenced milestones, owners, and decision gates across the first year.	
10	Appendices	p. 30
	Interview notes, full data tables, and a complete source library.	

Two of these sections are previewed in this excerpt: Section 7 (Positioning) is shown unredacted so you can judge the analytical quality, and Section 8 (Partnership Targets) is shown redacted so you can see the structure without the client-specific conclusions.

Positioning & White-Space Analysis

Where every major product sits today — and the one quadrant no incumbent owns.

Mapping the market on the two axes that actually govern buying behavior — clinical positioning (clinical-grade ↔ wellness) and access model (prescription ↔ over-the-counter) — reveals a crowded upper-left and a wide-open upper-right.



What the map shows

The upper-left is saturated: Dexcom, Abbott, Medtronic, and Senseonics all compete as clinical-grade prescription devices, differentiated only at the margin (accuracy, wear time, AID integration). The lower-right is filling fast with wellness OTC entrants (Lingo, Signos) competing on app experience and price. The two leaders' own OTC products (Stelo, Libre Rio) sit in the middle — accurate, but deliberately positioned as light "metabolic awareness" tools rather than clinical devices, to avoid cannibalizing their prescription lines.

That leaves the upper-right quadrant largely unclaimed: a product that delivers clinical-grade credibility through an OTC / consumer access model, wrapped in a software layer that turns data into decisions for the non-insulin Type 2 buyer. No incumbent occupies it cleanly because doing so threatens their existing prescription economics — which is precisely why it is defensible for a focused new entrant. The full package develops the specific product, pricing, and messaging to own this position (Section 6) and the segment-level value propositions that support it.

Partnership & Acquisition Targets

The full package ranks twelve targets by strategic fit; five rows are shown below with names and rationale redacted.

Each target is scored on a weighted strategic-fit model (capability gap closed, speed-to-market, deal feasibility, and defensibility). The scoring framework and target categories are shown; the specific companies and the rationale are redacted — that analysis is the client-specific core of the engagement.

Rank	Target	Type	Strategic fit	Rationale
1		Software / AI coaching	9.4 / 10	
2		Sensor technology	9.1 / 10	
3		Distribution / retail	8.7 / 10	
4		Payer / PBM	8.3 / 10	
5		AID / insulin delivery	7.9 / 10	

Showing 5 of 12 ranked targets. Strategic-fit scores are illustrative placeholders in this sample. = redacted client deliverable.

The full section pairs each target with a recommended deal structure (partnership, licensing, or acquisition), an estimated effort/cost band, and the single capability it unlocks — turning a list of names into a sequenced corporate-development plan tied to the 12-month action plan in Section 9.

The full Strategy Package is a 14-day engagement.

Includes everything in the table of contents above — unredacted, tailored to your product and target segment.

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