

Everything matters: culture, passion, and community connected by shared mission

Don Esch Bettcher

Known by our customers as company that brings unique and great products to market

Started looking at other problems we'd seen when looking at first human Whizard - amalgatome. Understanding the "work" the customer was doing it helped us understand the customer's - different lexicon, different environment, etc,

Naysayers were not us grant writers who said we had no clue, not politically connected, first timers don't win 3rd Frontier, etc. Just talking about Bettcher & biomedical in same sentence is amazing. Going up against big competitors in the industry was hard but we had confidence in our product, leveraged the tissue banks we worked with and with grant writing consultant who had worked for CCF, etc, figured out how to "package" it for the state

We live our mission statement every day - on back of our biz cards. It's very very real

So far we've tried and failed numerous times, we are amending our grant for 3 not 5 products

The reality set in on how are we going to do all this in 18 months? Ask me in 13 months & 13 days

Challenge then: be careful what you ask for! 3rd Frontier grant! \$1M. -- Exsurco Medical

Louis Bettcher - cowboy, son of minister - worked in cleveland in a tool/die; saw meat processing guys with fingers missing

What was the change? Was it innovation, serendipity, or providence. Cindy, customer svc rep, got call about if they'd ever used whizard for human tissue and she said no. But let's take a look

"Acres of Diamonds" = Bettcher's philosophy - to be great must start where you are, who you are now, what you know - foundation for our product development strategy & our value on really understanding customers, their actual work so we want people who are infinitely curious

Whizard trimmer around 1954 and is now a family of products

Initial response was it won't work, we don't know about yadayada but then started thinking. We know how to remove fat from skin!

Use a toll gate like stage gate process & learn about sanitary requirements, working on cuz engineering issue we can do

Start looking broader at tissue opportunities and reach out to larger tissue community

Start watching In clean rooms, start thinking and asking what if? So by beginning of 2011, we have a product like the Whizard trimmer for that market to tissue banking orgs. Now many patents, new product line, new market in just 18 months....this made us realize we were on acres of diamonds

E.g., Cindy knew she had the freedom to go for it. When it comes from the customer we don't say no, we'll take a look and may not do it after evaluating it but not an immediate NO. We hire for that curiosity - also total buy into the strategy cuz its done bottom up. So Cindy knew it was part of the strategy (to diversify the biz)