

# Nicolas Soichet

## PROFILE

Chief Executive Officer, serial founder, and early stage advisor with 25+ years' experience growing startups from inception to public offering to acquisition. Lead mentor and advisor to dozens of healthcare startups coming through the Techstars Health accelerator. Proven track record in sales development securing contracts with over 1,000 hospitals/IDNs, as well as major retail giants like Walmart, taking companies from \$0 to in excess of \$25MM topline in just a few years. Diverse skills in managing multiple stakeholders including leadership and investors, spearheading strategic business development, and enabling operational growth. Extensive experience in the fintech and med device / health tech sectors.

## CAREER ACHIEVEMENTS

**Kenter Canyon Ventures**, Los Angeles, CA 2021-present  
**Advisor/Fractional COO** to graduates of Techstars health companies & startup device manufacturers

**Techstars/ Cedars-Sinai Accelerator**, Los Angeles, CA 2016-present  
**Lead Mentor** of healthcare startups coming through the Techstars network of accelerators

- Advised dozens of healthcare startups over seven years on developing appropriate business models, finding product market fit, identifying reimbursement strategies, developing GTM plans, making strategic introductions for capital raises, and clarifying their clientele vs. their users.

**RapideHealth Inc.**, Los Angeles, CA 2022-2024  
**CEO, Founder** "fast follow" competitor to UI Medical LLC / QuickChange Incontinence Wrap

### Strategic product development

- Redesigned UI Medical's QuickChange wrap into two new proprietary designs that addressed deficiencies in the QuickChange product as well as enabling new markets for Rapide to exploit.
- Ensured that the product roadmap aligned with market needs and company goals, defined product positioning, target customer segments, and value propositions.

### Business development and sales

- Built go-to-market (GTM) plan researching and analyzing market trends, reimbursement pathways, and customer needs to identify opportunities.
- Focused on developing enterprise/B2B distribution and B2C veterans/consumers partnerships (QuickChange contractually excludes all wholesale vendors other than Medline).

### Operational growth and financing

- Developed detailed plans and agreements for manufacturing plant and physical distribution.
- Evaluated financial data to inform strategic decisions, budgeting, forecasting, and analyzed financial implications of various strategic initiatives.
- Unable to secure venture funding during '23-'24 seed financing freeze and put the company into indefinite hiatus.

**UI Medical/QuickChange**, Long Beach, CA 2017-2021  
**CEO, Cofounder** of urinary incontinence device manufacturer

### Strategic business development and sales

- Grew QuickChange market share from launch to 650+ leading and largest US hospitals including **Mayo Clinic, Cleveland Clinic, HCA, and CommonSpirit** 350+ Walmart stores and DTC) in three years by creating strategies to reach target customers, developing product roadmaps and writing internal business plan with targets, budget, human resource needs and operational requirements.
- Alongside negotiating traditional enterprise distribution/sales channels, developed tactics on facilitating the growth of consumer sales through exposure at professional facilities, pursuing and

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receiving dedicated **reimbursement/HCPSC code (T4545)**, lobbying states and insurance companies to cover reimbursement, and launching in retail nationwide such as Walmart.

- Cultivated researchers and academics leading to a landmark **Mayo Clinic clinical study** on QuickChanges and inclusion of wraps as a standard of care in the published consensus statements/standards and practices of the Wound Ostomy & Continence (WOCN) Society

## Operational growth and development

- Launched California-based 25,000' semi-automated plant capable of outputting 350M wraps annually, negotiating all supplier agreements and partnerships, implementing best in class RA/QA systems.
- Secured exclusive distribution agreement with Medline Industries, harnessing its extensive sales network to complement internal efforts, while locking it out as a potential rival copycat manufacturer through a patent fence and distribution terms.

## Project and team management

- Built diverse sales and educational force of 15, fostering a culture of continuous learning and improvement within the team while promoting knowledge sharing and cross-functional collaboration.
- Guided teams and investors through strains, challenges, and unknowns of COVID including layoffs with daily direction and hands on efforts in all projects and with all parties, motivating all members with the company's mission and post-COVID opportunities (facilities reopening to outsiders).

## **VestQuity.com**, Venice, CA

2014-2017

**Founder** of specialty loan marketplace for individuals to finance exercising employee stock options

- Facilitated employee stock option loans by identifying unique loan providers (SFO/MFOs), creating a software platform to match clients based on risk and profile, and developing a mobile app called **Holdings** to track future stock worth and identify new business leads.

## **SurgiCount Medical**, Irvine, CA

2005-2012

**Cofounder, VP Operations, Software, & Business Development** of first smart surgical sponge company

## Strategic business development and sales

- Generated \$25M+ from 11 Honor Roll hospitals including **Mayo Clinic, Cleveland Clinic, and Mt. Sinai** by expanding products to improve appeal, recruiting seven past Presidents of **Association of peri-Operative Nurses** to be Ambassadors, and leveraging fear of being eclipsed in patient safety.
- Grew Safety-Sponge market share to 800+ US hospitals through creating strategy to reach target customers, developing product roadmap and writing internal business plan with targets, budget, human resource needs and operational requirements.

## Internal and external communication

- Led investor relations by working closely with the C-Suite to develop strategic messaging and competitive positioning to attract investors, managing analyst expectations and answering investor inquiries.
- Steadied company and staff morale during classic startup growing pains of multiple senior leadership changes and cash crunches by engaging employees, redirecting people's thoughts to focus on goals and customers and separating ownership issues from management issues.

## Implementing lean systems, processes and structures

- Sold business of 40+ staff and 7 departments for \$120MM by establishing software and policies for payroll, recruitment, client relationship management and customer support with **Salesforce, Insperity, ADP**, hiring and training staff and systemizing regular meetings and reviews.
- Created capacity for manufacturing 2B sponges per year by designing a factory in Suzhou, China, agreeing plan with Taiwanese investors and managers and implementing six sigma lean manufacturing practices with custom quality assurance system to remotely track KPIs.

## Project and team management

- Secured \$12.5MM investment to commercialize Safety-Sponge by working with manufacturers to produce surgical sponges with sterile barcodes, developing software pilot to track sponges in the operating room and convincing **Atul Gawande** to conduct a trial at Brigham & Women's Hospital.

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**AGB Securities**, Los Angeles, CA 2004-2006

**Principal** of a merchant bank & securities firm

- Launched and built merchant bank to \$65-\$75M assets under management by working with Attorney's to establish legal structures for company and deals, recruiting diverse team and tutoring them in sales, developing and implementing operating procedures across the team.

**Strome-Susskind**, Santa Monica, CA 2001-2004

**Assistant Asset/Portfolio Manager** of a momentum hedge fund

- Became first West Coast hedge fund to enable cheaper, faster and autonomous trading by trialing new electronic stock exchange, demonstrating cost savings and gaining widespread support from internal champions, and convincing the trading floor to switch to the new system (ArchaEx).

**Gore Lieberman Campaign**, Stamford, CT 2000-2001

**Field Coordinator** of presidential campaign

## EDUCATION

**Darden School of Business, University of Virginia**, Charlottesville, VA

MBA in General Management

2012-2014

**Maxwell School of Public Policy, Syracuse University**, Syracuse, NY

International Relations

1995-2000

Continuously ranked by US News & World Report 1<sup>st</sup> in Public Affairs since 1995

## ADDITIONAL INFORMATION

### Volunteer Leadership:

- Lead Mentor: **Techstars Accelerator** 2017-present  
**Cedars Sinai Accelerator** 2017-2020
- Volunteer organizer, **Foster Care Counts** 2010-2017

### Achievements:

- **Cardinal Health Pre-Source:** Supplier of the Year
- **Patents:** #770,3674, #779,5491

### Financial Certifications:

- **Series 24 (Registered Principal)**
- **Series 63**
- **Series 7**

### Languages:

English (native), French (native), Spanish (fluent)

**Values:** Committed Leadership. Responsive. Visionary growth. Results-oriented. Disruptive innovation.

**Traits:** Resourceful. Problem-fixer. Decisive. Successful under pressure. Fast paced.