

Transforming Free Trials into Growth Drivers with PilotPanda

Client Success Story



Making the Future
Less Frightening

Problem.

A MedTech startup had developed a remote patient monitoring device designed to track vital signs in patients recovering from stent implantation. The technology was sound, the clinical outcomes promising—but the go-to-market model was rapidly bleeding cash.

- **Free Trials, No Conversions:** The company had completed 9 unpaid trials in the past 18 months. Only 1 led to a paid deployment—a dismal 5% conversion rate
- **Costly Engagements, No Framework:** Each trial averaged \$21,000 in internal cost (support, compliance oversight, training), yet there was no structure for measuring impact or defining success
- **Inconsistent Feedback Loops:** Hospitals and clinics provided little to no actionable input, resulting in weak product refinement and misaligned future iterations
- **Unclear ROI and Sales Narrative:** The team struggled to articulate outcomes or extract proof points from trials

Solution



TRGT implemented PilotPanda, a structured, value-driven pilot framework that transforms trials into conversion engines. PilotPanda reframes the purpose of trial engagements and installs a playbook for measurable, repeatable, and mutually valuable outcomes.

- Implement the PandaPilot framework to replace ad hoc engagements with predictable, high- value workflows
- Integrate KPIs for clinical performance, patient engagement, and operational efficiency into the pilot contracts to ensure conversion readiness and post-pilot analysis
- Replace “free trials” with structured pilots that include nominal fees, define success thresholds, and agreed paths to scale upon success
- Use pilot data to generate tangible proof points and incorporate them into the pitch deck, giving the confidence and clarity previously lacking

Actions



- Conducted a full review of past trials including costs, outcomes, and missed opportunities. Assessed internal readiness and external market alignment
- Built the pilot structure around mutual commitments and business objectives, with training sessions for the commercial and clinical teams on the new model
- Supported two newly redesigned pilot engagements—one in a cardiac rehab clinic, the other in a hospital's outpatient telemetry unit
- Worked with internal teams and client stakeholders to monitor progress weekly, resolve misalignments, and extract success stories in real time

Outcomes

- **Conversion Rate Increased from 11% to 44%** with the redesigned engagements. One signed a multi-year purchasing agreement the second year
- **Average Pilot Cost Reduced by 28%** Streamlined delivery and expectation-setting cut support costs significantly
- Sales cycle for converted pilots dropped from **147 days to 82 days**—thanks to tighter scope, clearer value, and aligned goals
- The company now uses the PandaPilot framework as the default engagement model



contact@trgtech.ca

Grounded in Fundamentals



Focused on the Future