



MANUFACTURER PARTNERSHIP OVERVIEW

From global innovation to U.S. commercial scale.

Riddy Group helps qualified international manufacturers evaluate, enter, validate, and scale in the United States through disciplined commercialization and buyer development.

U.S. MARKET ENTRY

BUYER VALIDATION

CHANNEL DEVELOPMENT

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A good product is not the same as a U.S. launch.

International manufacturers can lose time and capital when market entry starts with inventory instead of evidence.

01

Regulatory uncertainty

Confusing approval, listing, certification, import, and state-level requirements can delay decisions before the first buyer conversation.

02

Wrong channel assumptions

A distributor that looks right on paper may not own the buyer relationship, service model, or economics required for the category.

03

Premature scale

Large inventory, broad marketing, or nationwide commitments before buyer validation can turn a promising launch into expensive dead weight.

04

Weak commercial protection

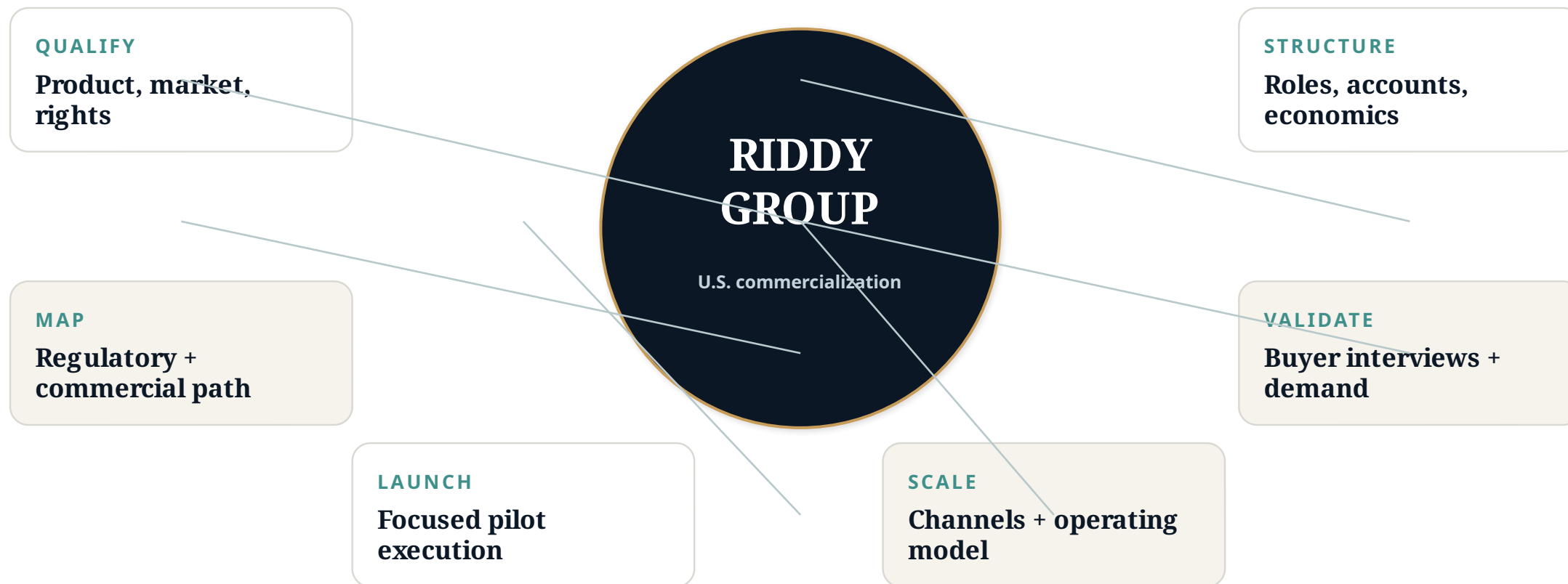
Without account rules, territory logic, and clear responsibilities, early demand can create channel conflict instead of durable growth.

Riddy Group is designed to reduce guesswork before scale - qualify, map, validate, then expand.

OUR ROLE

One commercialization lead. Six coordinated workstreams.

Riddy Group connects product readiness, buyer reality, channel economics, and launch execution into one U.S. market-entry plan.



Who Riddy Group is built to work with.

We are intentionally selective. The strongest opportunities combine real product value with meaningful U.S. whitespace and a practical path to launch.

NON-NEGOTIABLE

A credible U.S. opening

- Headquartered outside the United States with no meaningful U.S. operating base
- Proven product solving a clear buyer problem
- Practical regulatory, certification, or licensing pathway
- Manufacturer ready to support documentation, training, warranty, and fulfillment

STRONG FIT SIGNALS

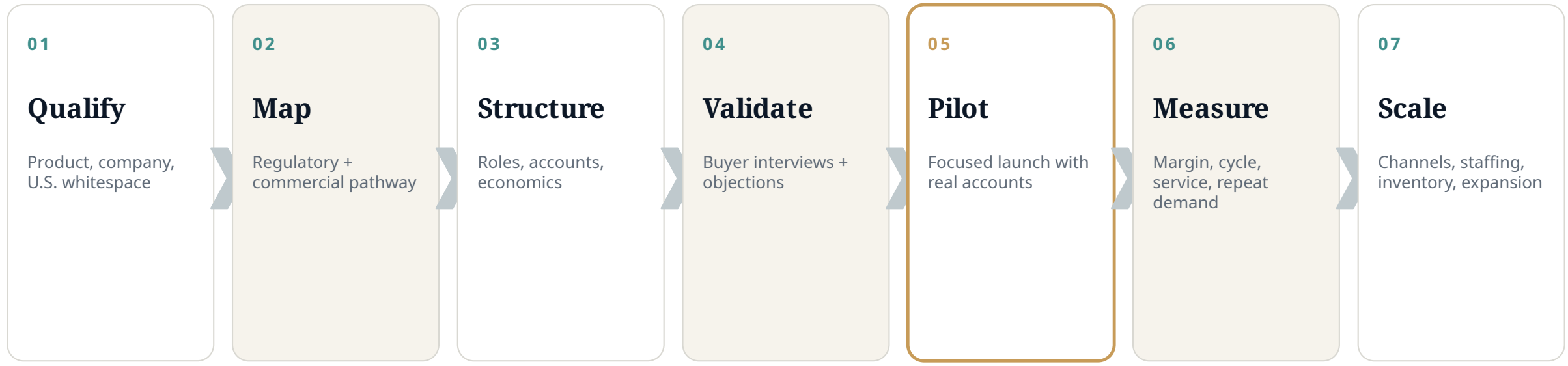
Commercial leverage

- Low MOQ, drop-ship, software, subscription, or manufacturer-backed fulfillment
- Repeat consumables, replacements, maintenance, service, or recurring revenue
- Healthy margin structure and clear buyer economics
- Protected accounts, regional rights, or a defensible path to long-term partnership

We do not need every product to fit. We need the right product, the right pathway, and the right partnership.

Seven stages from qualification to deliberate scale.

Each stage is designed to answer a different risk before the next commitment is made.



The goal is not to move fast at every stage. The goal is to remove the right uncertainty before increasing exposure.

Essential products with durable U.S. demand.

We prioritize categories where commercial value remains relevant during disruption, regulation is manageable, and buyer need is concrete.



Healthcare & Medical

Devices, monitoring, wound-care, patient access, clinical workflow - only where the U.S. pathway is clear.



Water & Environment

Treatment, filtration, emergency water, monitoring, environmental infrastructure.



Emergency & Safety

First aid, fire suppression, bleed control, rescue, preparedness, protective systems.



Energy & Infrastructure

Resilience, power quality, backup systems, infrastructure reliability, facility-critical technologies.



Industrial & Communications

Mission-critical communications, industrial maintenance, logistics, facility operations.

Clear ownership. Specialist support where it belongs.

Riddy Group is the commercial lead - not a substitute for the manufacturer, legal counsel, regulators, clinicians, engineers, or licensed installers.

MANUFACTURER

Own the product

- Product quality + manufacturing
- Technical documentation
- Training + product support
- Warranty + replacement policy
- Fulfillment / supply readiness

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Own the U.S. commercial path

- Market-entry strategy
- Buyer + channel development
- Pilot design + coordination
- Account protection + economics
- Commercial optimization

SPECIALISTS

Own regulated technical work

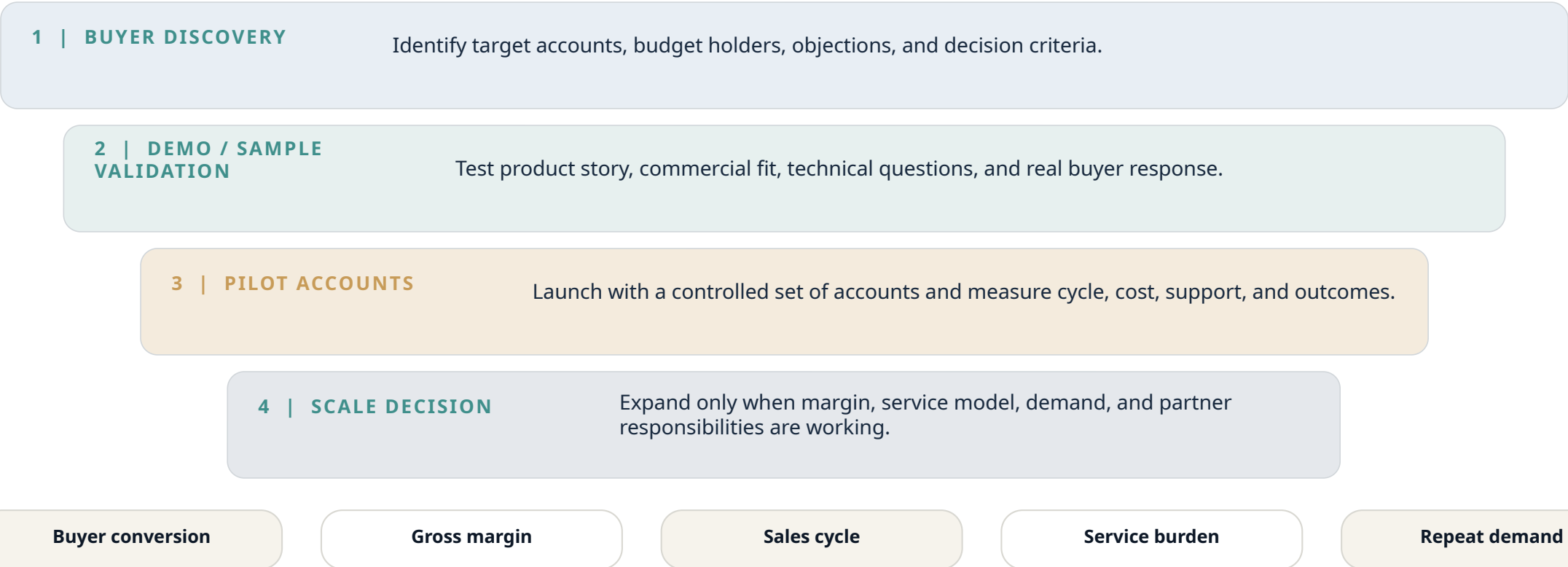
- Legal + contracts
- Regulatory / quality consulting
- Clinical / reimbursement expertise
- Engineering + code review
- Licensed installation or service

The result: one accountable U.S. commercialization lead, with technical responsibility kept with the people qualified to own it.

Build evidence before building overhead.

A focused pilot should prove buyer interest, economics, support requirements, and repeatability before a broader U.S. rollout.

Pilot scorecard



Operator-led commercialization.

Riddy Group is built around practical business development, relationship building, operating discipline, and commercial accountability.

**ZAHID
MANDLAWI**

Founder, Riddy Group

Operating experience

California business ownership, customer development, and project delivery.

Existing operating-business credibility: Golden Empire USA

What he brings to the table

Business development	Comfort with executive conversations, partnerships, meetings, and relationship-led selling.
Marketing + positioning	Turning complex products into a clear commercial story for the right U.S. buyer.
Operational optimization	Strong focus on process, revenue, profitability, accountability, and execution.
Healthcare motivation	Prior experience working with Medicare Part B patients in the wound-care space helped drive interest in healthcare commercialization.

The founder role is commercial and operational - not clinical. Regulated work stays with qualified specialists.

What changes when the U.S. launch has a dedicated commercial owner.

The goal is not to replace the manufacturer. It is to create a disciplined U.S. operating layer around the product.

01

One accountable lead

A single U.S. commercialization point coordinating priorities, buyer feedback, and next actions.

02

Faster market learning

Real conversations with buyers and channel partners before major inventory or infrastructure commitments.

03

Protected commercial logic

Clearer account ownership, territory discussions, channel roles, and direct-sales boundaries.

04

Capital discipline

Pilot-first decisions built around evidence, not optimism or arbitrary national expansion.

05

Local buyer translation

Positioning adapted to U.S. procurement, buyer expectations, service requirements, and sales cycles.

06

Scalable operating plan

A practical view of fulfillment, support, staffing, margin, and channel economics before expansion.

Partnership shape follows the opportunity.

No single model fits every manufacturer. Structure should reflect product maturity, economics, support burden, and U.S. rights availability.

Protected Account Development	Riddy develops named or defined accounts with protection against circumvention.	Low fixed overhead	Good for early validation
Regional Distribution	Defined geography, buyer segment, or channel responsibility with agreed performance expectations.	Local execution	Clear territory logic
Master Distribution	Broader distribution responsibility with sub-channel development where economics and support justify it.	Higher leverage	Requires strong controls
Commercial Representation / Licensing	Commercial rights structured around representation, licensing, or another capital-light model.	Flexible structure	Legal review required

All structures are subject to due diligence, applicable law, manufacturer authorization, and final written agreements.



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NEXT STEP

Let's determine whether there is a real U.S. opportunity.

An initial fit discussion should answer six questions before either side commits meaningful time or capital.

01 What is the product and the buyer problem?

02 What U.S. activity already exists?

03 What regulatory or certification path applies?

04 What are the unit economics, MOQ, and fulfillment model?

05 What support will the manufacturer provide?

06 What U.S. rights or account protection are realistically available?

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Selective. Buyer-validated. Built for disciplined U.S. scale.

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