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**WatchScience:
How to prepare
the best entry
strategy for your
LifeScience product**



Building Trust. Building Business.



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SilverSky LifeSciences

Access your Life Sciences market: Prepare the best entry strategy for your product

Formulating an effective strategy to convince the scientific and clinical community of the value of your new diagnostic, biotech, medtech or drug screening product:

Life Science companies are continuously striving to develop innovative new products that provide better solutions than those currently available. However, too often, organizations find it difficult to demonstrate the value of their technology or product to relevant consumers and thus, commercialization fails to reach its full potential. While spinoffs and startups may lack necessary know-how, more established companies, occupied with day-to-day operations, can understandably struggle to find the time to formulate adequate strategies for new products. Here at SilverSky, we know you understand that targeting the right market is essential, but as life science entrepreneurs ourselves, we also know how tricky it is to really comprehend how to go about this. You need a clear strategy. In the competitive and fast-moving life sciences field, you have one shot to get your market access approach right.



We help small and medium-sized companies within the diagnostics, medtech, biotech and drug screening sectors, because that is where our experience and expertise as founders and entrepreneurs lies.



Our goal is simply to decrease the entry barriers that exist for scientific and medical markets. We would like to pass on the lessons that we have, sometimes brutally, learned ourselves. Over the last decades, we have gained deep-seated experience and honed our expertise to devise highly specialized techniques that we use for our own businesses. In response to demand from clients, we are now making these available as a comprehensive business intelligence service. We appreciate that startups and smaller companies have limited resources with which to achieve this. We have thus put together a cost- and time-effective support system to enable you to develop an effective strategy.

Our comprehensive **Get Market Ready** module is a focused and pragmatic approach designed to deliver concrete results to form your successful market access strategy.





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Field Research

We identify businesses and academic institutions active in your scientific or medical area, including prominent scientists, Key Opinion Leader (KOL), publications and funding levels.



Contact information of Key Opinion Leaders, their followers and peers

Via analysis of publications and R&D grant funding, we rank and provide contact information to enable target KOL marketing.

Identify and understand your competitors

The power to conduct competitor analysis allows us to provide you with full data sets of competitors and their customers.

Scientific research and market trends

We conduct growth comparisons and trend analyses to substantiate market potential and direction.



Connection to strategic partners to develop sales channels

We identify potential corporations as potential cross-channel and distribution partners from references in publications of peer group.



Sharpening your USP for better positioning of your product

Through comparison of your product with the results of our focused research on customers, KOLs and competitors, our seasoned professionals will fine-tune your product placement, along with methods of best practice, next steps, and potential weaknesses and how to address them.

Identify and target your potential customers

We compile potential customer lists of end-users of competitive products and research interests. We deliver unprecedented information including their focus, recent public funding, and contact details for direct sales and marketing activities. We also assess geographical hotspots of relevant activity to uncover regional networks.





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Preparation phase

To first understand your ambitions, we ask you to complete our up front questionnaire covering details about your company, products, unique selling proposition (USP), target customers and competitors. Using this information and relevant keywords, our research scientist conducts in-house background investigation and analysis to provide a well-informed basis for efficient face-to-face time.

Personal workshop (apr. 1.5 days)

Our experienced Life Science executives systematically take you through all elements of a market access strategy, based on our preparation and with your input through open dialog. The workshop takes place, as you prefer, either at your business premises or our Düsseldorf offices.

Get Market Ready strategy and presentation

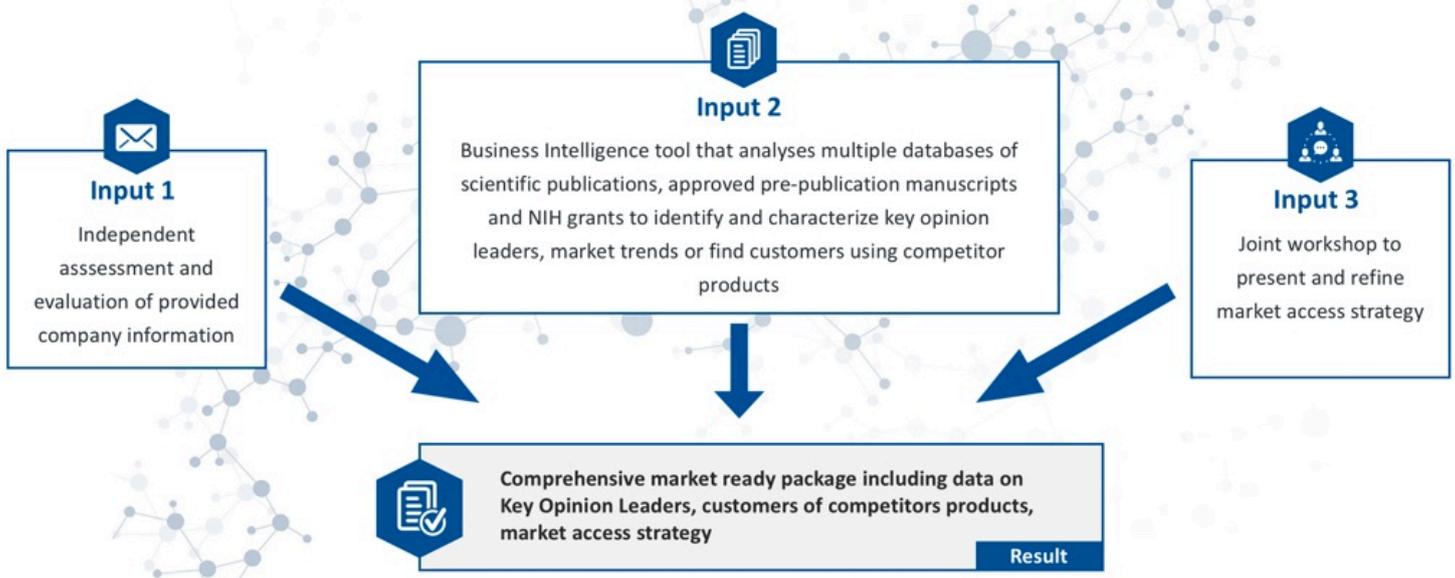
In person or via video conferencing, we present our step-by-step results and guidelines. You receive all documentation comprising contact lists of key opinion leaders, customers of competitor products and a personalized strategy to successfully navigate your specific market sector.

Business Intelligence research

We run our business building tool on your behalf to follow up each specific avenue of interest and produce a highly customized blueprint for your successful market access.

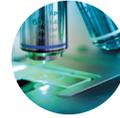
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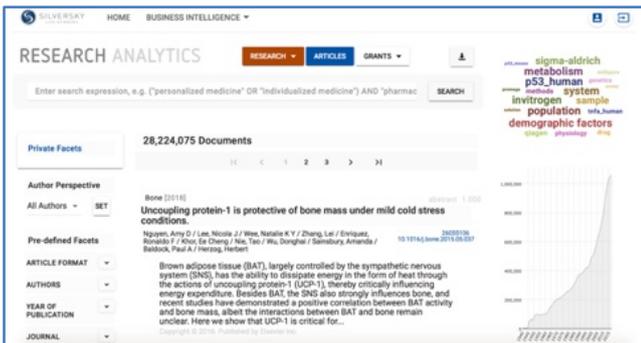


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WatchScience: Business Intelligence services & information used in our market access module:

At SilverSky we have access to a specially designed research analytics software **WatchScience** that analyses multiple databases of scientific publications, approved pre-publication manuscripts and NIH grants; based on your personal keywords, USPs and competitor information, our trained staff can conduct powerful, standardized queries that, together with the personal expertise of our consultants, can deliver business intelligence information along the following fields:



- **Field Research.** We identify businesses and academic institutions active in your scientific or medical area, including prominent scientists, Key Opinion Leaders (KOL), current techniques and methods, publications and funding levels.
- **Identification and understanding of your competitors.** The power to conduct competitor analysis with careful combinations of selected keywords and product names allows us to provide you with full data sets of competitor groups.

- **Contact information of Key Opinion Leaders, their followers and peers.** Via analysis of publications and funding, we rank and provide details on KOLs, including contact information, funding and current research focus, to enable target KOL marketing.
- **Scientific research and market trends.** We conduct growth comparisons and trend analyses to substantiate market potential and direction.
- **Connection to strategic partners to develop sales channels.** We identify potential corporations as potential cross-channel and distribution partners.
- **Identification and targeting of your potential customers.** We compile potential customer lists from end-users of competitive products. We deliver unprecedented customer information including their focus, level and source of recent public funding, and contact details for directing direct sales and marketing activities. We also assess geographical hotspots of relevant activity to uncover regional networks.
- **Sharpening your USP to better position your product.** Through comparison of your product with the results of our focused research on customers, KOLs and competitors, our seasoned professionals can fine-tune your product placement, along with methods of best practice, next steps, and potential weaknesses and how to address them.





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Pillars of the Buying Journey

SilverSky Get Market Ready package addresses all three Pillars of the Buying Journey

The Buying Journey



About SilverSky Life Sciences

SilverSky is a small and highly specialized consultancy focused on diagnostics, medtech and biotech. It purposefully restricts its services to corporate financing, business building and innovation funding. Founder Dr. Mirko Stange has put together an energetic, experienced, international and interdisciplinary team to efficiently cover a wide range of skills decisive in the successful founding, expansion and motivation of life science organizations.





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Dr. Ron Opstelten, Ph.D.

Our trained Ph.D. with his in-depth experience in global sales, marketing and business development will support you on business aspects such as developing and executing business plans, setting up sales strategies and organizing channels, and launching and managing your innovative product. He will use his experience of 30 years in exploiting new market opportunities, as well as the challenging phases of startups, to surpass the “Valley of Death” phenomenon. Ron’s support is not restricted to developing plans; plan execution is also well within his offering.



Dr. med. Anne Thews, M.D.

Our trained medical doctor will use her significant experience in international marketing and global medical affairs to assist you with launching and managing your challenging product. She will use her deep understanding, gained from over two decades building new international business units and startups, to fine-tune your go-to-market strategy and, if needed, could support you hands-on with implementation.



Dr. Elizabeth Stevens, Ph.D.

Our former academic research scientist will thoroughly and efficiently conduct inhouse research and run our proprietary tools to produce a comprehensive companion of results on which to base your market access strategy. She utilizes her precise scientific writing skills in native English and experience working with a variety of diagnostics and biotech companies in Germany.

Are you interested? Please contact us at info@silversky-lifesciences.com to sign up for a webinar to learn more about our services or contact us to book a market access workshop package.





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