Notenda.

The precision medicine consultancy

Methodology & Proprietary Frameworks

We believe that rigorous business discipline is required to be successful in any and all precision medicine enterprises.

The basics of validating a high value problem to solve, delivering the right solutions for each stakeholder, and ensuring the financial resilience of the company providing them are absolute requirements for every new endeavor.
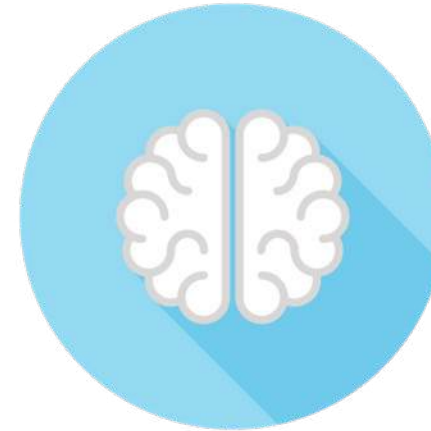
Guiding principles

validated

This is at the core of what we do. We get our answers from outside the building through past validated experience, interviews and more

iterative

From one-week cycles to "planned misses", we know that the path to success requires lots of fast learning

collaborative

Workshops, whiteboard sessions, and joint interviewing guarantee a better outcome and allow you to learn along the way

actionable

With a focus on your P&L and adoption, we will be sure you "know what to do" with what we deliver

PROPRIETARY FRAMEWORKS

We are all former top executives from leading precision medicine companies.

To answer the same questions you have now, we have developed a rigorous methodology for delivering strategic insight.

We can help you to develop the right products, business model, and commercial and communication strategies to realize the value of what you do.

Product Validation Framework

Target users

Persona maps
Critical drivers and motivators
Experience guidelines

Validated pain points

Current state scenario
Business priorities
Adoption barriers

Tested solutions

Future state scenario
End-to-end journey mapping
High fidelity experiences

Product planning

Portfolio outline & adoption model
Core value propositions for personas
Delivery priority and roadmap
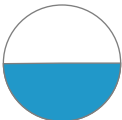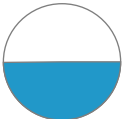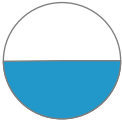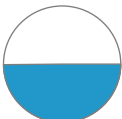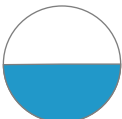
Pricing

Value-based pricing
Matched clearly to business model
ROI models for value chain members

6

Strategic Communications Framework

"How do we talk about this?"

Key Components	Deliverable Examples	Commercial Success	Financing
		Success Defined	
Messaging Framework	Mission statement ID statement, pillars, tagline(s) Boilerplates	Fundamental	Fundamental
Business Story	Company overview Investor pitch Media pitch	Fundamental	Fundamental
Investor Development	Bank/analyst/fund ID & selection Geographies & outreach Key conferences & events	N/A	Fundamental
Commercial Development	Business strategy story development Core commercial decks Portfolio/product decks	Fundamental	Helpful
Story Dissemination	News planning/cadence/release Earned media outreach Paid media	Strongly recommended	Helpful
Assets	Website message integration Success stories Marketing material templates	Strongly recommended	Helpful
Special Initiatives	Major real-world projects to showcase value	Helpful	Helpful

Legend:
- ● Fundamental
- ◔ Strongly recommended
- ◓ Helpful

7

Understanding the end-to-end experience for *each* persona

awareness ————————————————————————— purchase

Persona
_____
_____
_____

Persona
Role(s) in purchase journey

- How they hear about us
- Motivators and what they value
- Top sales barriers
- How to overcome those barriers

Persona
_____
_____
_____

Persona
_____
_____
_____

Persona
_____
_____
_____
_____

8

Commercial Success Framework

Sales-Ready Products

Validated product portfolio
Persona-specific offerings
End-to-end solutions

Value Proposition & Differentiation

Value tied clearly to top pain points
Uniqueness specific to those pain points

ADOPTION

SALES

Selling Assets

Presentations
Webinars
Web site
Handouts

Pipeline Management

Validated purchase journey
Distribution strategy
Lead generation
CRM

9

Examples of our work

The following client case briefs illustrate real-world, successful implementations of these frameworks

Examples of our work: Clinical

Sales acceleration through key opinion leader endorsement and marketing

Personal Genomics

Strategic Communications Framework

Helix was looking for assistance to understand their current value to key opinion leaders (KOLs) and how to increase that value to both assist KOLs and request their help in driving more adoption of Helix offerings. We spent time with several personas representing those KOLs, establishing a clear understanding their needs and outlining an actionable plan for the Helix Marketing team to accelerate commercial success.

Commercial strategy, removing adoption barriers, and accelerating sales

Oncology

MYRIAD Prolaris®
Prostate Cancer

Commercial Success Framework

Myriad's Prolaris team, focused on sales of prostate cancer molecular panels, was concerned about leveling sales and a limited success with standard of care. We identified the barriers and market-validated the methods to overcome those barriers The results were noticeably accelerated sales per urologist, as well as an increase in total urologists adopting Prolaris as standard of care.

Whole genome sequencing business strategy and product portfolio planning

Rare Disease

Product Validation & Strategic Communications Frameworks

This pathbreaking rare disease venture was looking to shape a research offering to complement its focus in the clinical space. We created the commercial plan, validated the workflows for clinicians, patients and pediatric families, and collaborated to both build and launch the solution. The result was a successful global business, serving over 200 patients per week in China alone.

Diagnostic business planning, marketing strategy, and sales plan

NGS in Health Systems

Business Design Framework

Geisinger had established themselves as a genomic sequencing leader among health systems, both through its adoption by members, as well as its successes in driving outcomes with patients. They looked to us to help them package this ability and offer it to other health systems worldwide. Our deliverables included both the validated strategy to do this, as well as the initial sales channel with qualified leads.

11

Examples of our work: Pharma

Business strategy and portfolio planning

WGS Bioinformatics

Product Validation and Commercial Success Frameworks

A global genomics company was looking to shape its research offering to build a business in the life sciences drug discovery space. We created the commercial plan, validated the workflows for bioinformaticians and population geneticists, and collaborated to both build and launch the solution. The result was a successful global business, serving population projects and pharmaceutical companies across the globe.
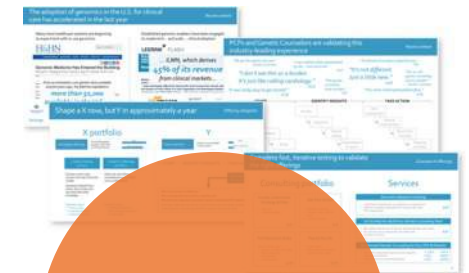
Business strategy, product portfolio management, marketing, and adoption for life sciences

Real World Data and Evidence

Product Validation and Commercial Success Frameworks

Our client needed to define and validate a portfolio of RWD and RWE offerings for its global Life Sciences market, including clinical trials, outcomes research, portfolio planning, FDA approval acceleration, reimbursement approval acceleration, and sales acceleration. The portfolio was launched, and sales increased by multiples at customers like Roche, Amgen, and Pfizer. The firm is recognized as a global leader.

Integrated Corporate Communications for a Major IPO

Population Genomics

Strategic Communications Framework

Our expertise helped a pioneer in the genomics revolution through the transition from innovative startup and local champion to global public company, with a massively oversubscribed initial offering and listings on two continents. We shaped the IPO communications strategy – from messaging and pitch decks to defining the underwriting syndicate, analyst interactions, investor outreach and SEC documentation – and delivered the follow-through, from building sell-side coverage, ensuring compliant disclosure and constant investor contact, all supported by a sustained earned media strategy to support valuation and business success.

Business strategy and fundraising for a global NGS company

Global Genomic Platform

Business Design and Strategic Communications Frameworks

We collaborated with executive management to shape and deliver the combined corporate and fundraising strategy, founded in a positioning as a global platform both enabling and delivering solutions across all of genomics and the globe. Results included a raise of $240M and a growing portfolio of seven businesses.
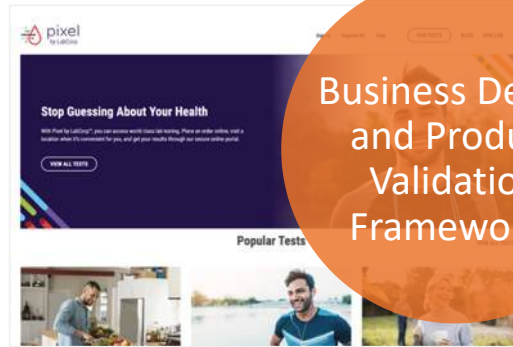
12

Examples of our work: Consumer

Adoption strategy and detailed product design

Personal Genomics

Illumina created their Understand Your Genome program to drive adoption globally across all of genomics. At the center of this was their MyGenome experience, and they wanted to understand and remove the user and adoption barriers in this experience. We validated with users and created a detailed update to their experience, including mobile experiences and a new online community.

Product Validation Framework

Business model strategy and validation, product-market fit, and product design

Global Genomic Platform

LabCorp was looking to establish a consumer-focused business in genomics (now called Pixel). They looked to us for, and we delivered, an understanding of the right business model, the portfolio that served the market's top needs, and the design and development of the offerings.

Business Design and Product Validation Frameworks

User-friendly DNA solution for global commercialization

Personal Genomics

What was missing from consumer genomic experiences to make them meaningful, valuable, and actionable to users? We found out. We validated through user testing, and created for global use, experiences built for physicians and patients to review truly actionable insights from consumer genomic data. Launched initially in China, this pioneering scan was leveraged to create a portfolio across multiple countries.

Product Validation and Commercial Success Frameworks

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