



Notenda.

Commercial Strategy for Precision Medicine & Digital Health

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



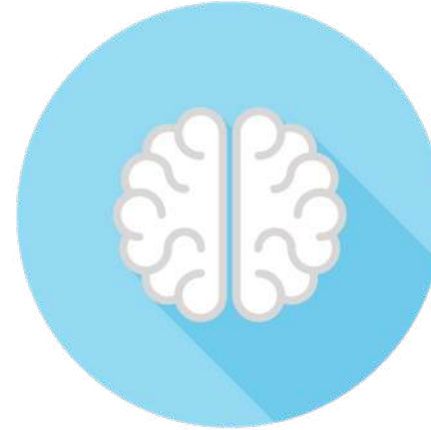
outside the building

This is at the core of what we do. We get our answers from outside the building through interviews and more, often fueled by Notenda's Recruiting Network.



validated

From one-week cycles to "planned misses", we know that the path to success requires lots of fast learning, covering the spectrum from design testing to entire innovation lab setups.



fast

We run 10–20 interviews and deliver validated findings in 30 days. Speed is not a trade-off with rigor, it's the methodology.



actionable

With a focus on your P&L and adoption – and our being former operating executives – we will be sure you "know what to do" with what we deliver.

PROPRIETARY FRAMEWORKS

We are all former top executives from leading digital health 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.

Disciplined components to ensure a successful business

1

Opportunity

Fact-based
Quantified
Fidelity related to
business focus

2

Complication

Profound barrier(s)
Relates clearly to
competitive
advantage

3

Solution

Outlines clearly the
"what"
User and buyer driven
Adoption-proven

4

Business Model

Frames the business
structure
(eg. platform, vertical)
Clear path from start
to scale
Outlines revenue-
value exchange

5

Value Creation

Succinctly connected
to business model
Balance of practical
and bold financials
Validation from
comparables

Product Validation Framework

“What are we making and selling?”



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

Plan	Price	Features	ROI
FREE	\$0	Basic features	Low
\$250	\$250	Advanced features	Medium
\$15-300	\$15-300	Enterprise features	High
\$950	\$950	Ultimate features	Very High

Strategic Communications Framework

“How do we talk about this?”

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

- Fundamental
- Strongly recommended
- Helpful

Understanding the end-to-end experience for each persona



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

Selling Assets

*Presentations
Webinars
Web site
Handouts*

SALES

Pipeline Management

*Validated purchase journey
Distribution strategy
Lead generation
CRM*

AI is not one thing— it's a suite of capabilities

I need to create

Generative

For content, concepts, and visualizations that match brand, tone, and regulatory guardrails:

- Medical content automation
- Persona-specific comms
- Rapid prototyping

I need to let people interact

Conversational

Enable users to interact naturally with data, services, or support:

- Patient and provider chat interfaces
- Guided product onboarding
- Voice-of-user capture at scale

I need to anticipate

Predictive

Anticipate needs, risks, and opportunities using historical and real-time data

- Patient stratification
- Commercial signal detection
- Next-best-action for care or marketing

It needs to fit in

Contextual

Ground outputs in relevant clinical, behavioral, or operational context

- Decision support with traceability
- Real-world evidence integration
- Embedded insights in workflow

A light gray world map is centered in the background. Four orange location pins are placed on the map: two in the western United States (California area), one in the eastern United States (New York area), and one in the northern United States (Montana area).

Notenda.

contact@notenda.biz | 1.858.735.1773 | www.notenda.biz

San Diego

12463 Rancho Bernardo Road, #253
San Diego, CA 92128

Las Vegas

1287 Rolling Sunset Street
Henderson, NV 89052

Reykjavik

Oldugata 13
Reykjavík, Iceland