



TP3AG CASE STUDY

BUILDING AN EARLY-STAGE DIAGNOSTICS COMPANY

INTRODUCTION

The P3 Acceleration Group provides a full range of experience and services designed to preserve capital and accelerate growth of early-stage companies looking to convert technologies into commercial products.

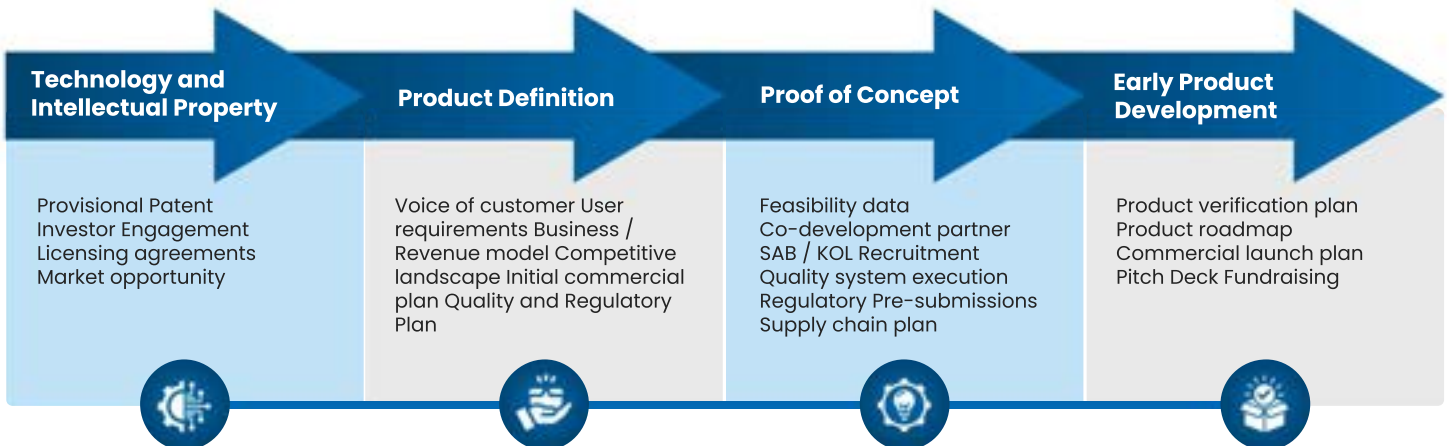
This case study examines how TP3AG has provided experience to a partner in the cancer diagnostics field through our P3 Plan. This partner recently organized as a university spin-out company using initial seed funding but needed to build out a comprehensive strategy to attract the next round of investment for developing the initial set of products.

By providing complementary experiences, TP3AG has been able to verify the product's intended use as a clear unmet clinical need, establish a workable reimbursement plan, develop a key opinion leader (KOL) network and secure funding for the initial product concept through validation

EARLY PRODUCT STRATEGY

Initial interactions revolved around defining and creating requirements for the initial novel diagnostic technology, which promises to change the treatment and management of a common form of metastatic cancer. To assess the best developmental and commercial path, TP3AG was engaged to map out the following product areas.

The P3 Plan approaches strategic planning with the end-goal as the starting point, producing a proven, tailored, and streamlined path to commercial success





UNMET NEED AND INTENDED USE

It is common for a technology or potential diagnostic device to have multiple potential applications. The team at TP3AG assessed the core capabilities and growth potential of the partner's technology and mapped the potential applications against current medical guidelines and practices, identifying specific cancers types appropriate for targeting. By combining these findings with the customer's internal technical data, the initial products were identified and a roadmap for future product innovations was built to guide short and long-term strategies.

COMMERCIAL PLANNING

As part of the initial execution against the roadmap, the team at TP3AG worked with the partner to build a persona for the members of the KOL network. While the initial goal of the network was to provide feedback and clinical research support, the team at TP3AG also helped the partner identify longer-term goals such as data support for regulatory filings and reimbursement strategy an ideal KOL could help support.

This allowed TP3AG to identify and engage a set of KOLs that would be able to support the long-term product development and commercialization activities for the partner, simplifying and reducing the time and resource investment normally associated with assembling these networks.

A strategic,
well-structured KOL network
Will proactively jump-start a
company's product development
and commercialization efforts

COMPANY GROWTH

Like many capital-limited early-stage companies, hiring the full-time experienced leadership required for rapid growth was not economically feasible. Fractional leadership by TP3AG provided ongoing support in areas such quality, regulatory, and commercial where strategy plans are needed for satisfying potential investors. Members of the TP3AG team also bolstered fund-raising activities through review of investor pitch decks and introductions to new investment opportunities through our collective networks.

CONCLUSION

Through engagement and application of TP3AG's broad range of capabilities, early-stage diagnostic companies may preserve capital and accelerate their product development, organizational growth, and fund-raising activities.



The P3 Acceleration Group (TP3AG) is a group of experienced executives whose careers have been focused on taking innovative ideas to market by strategically navigating the buildout of best-in-class life science and diagnostic organizations. This experience makes us uniquely equipped to be involved in all aspects of your early-stage company or investment due diligence