

Performance White Paper ~ Disruptive Technology Launch

Opportunity

Commercialize the world's first human umbilical cord-derived, pluripotent stem cells.

Challenge

Launch a highly disruptive technology into a Blue Ocean market space. Challenge the scientific dogma surrounding stem cell research in the nascent days of the technology.

Constraints

Secure early adopters and opinion leaders in stem cell research. Strategically prioritize twelve (12) distinct market application opportunities under the financial and resource constraints of a life science startup organization. Demonstrate pluripotent nature and genetic normalcy.

Execution

Created and presented Strategic Launch Plan to Board of Directors within thirty-two (32) days of engagement. Key strategies included:

1. Developed Dynamic Parallel Targeting® in order to strategically prioritize the sequence of the commercial launch process.
2. Defined and targeted approximately 20,000 NIH grant-holders conducting stem cell or related research.
3. Developed immunology-based, sales training program and sales tool kit.
4. Hired, trained and deployed twelve (12) field sales representatives and customer support operational infrastructure within sixty (60) days of plan approval.
5. Secured research support from NIH Stem Cell Unit to map the mitochondrial DNA of the stem cell line (in order to demonstrate genetic normalcy of the cells).

Results

Secured Board of Directors' approval for investment of \$3.2 million in commercialization financing.

Issued more than one hundred (100) *For-Research-Only* licenses (with accompanying sales) with leading research institutes throughout the U.S., Europe and Asia within the first ninety (90) days of launch.

Secured formal evaluations with nine of the top ten global biopharmaceutical corporations within the first one hundred and twenty (120) days of launch.