

# Strategy Consulting Guidance

Company



Strategy



Success



Project/  
Portfolio  
Employees  
Infrastructure  
Management  
Advisors



Finance  
Development Plan/Milestones/Timing  
IP  
Preclinical/Clinical Development  
Positioning/Competitive Advantage  
Quality/Production  
Market Access  
Regulatory  
Partnering/M&A  
Project Management & Processes



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IPO/M&A  
Product on  
the Market

## Strategy Oversight

Many start-up companies in the life science sector have a good vision how to translate their ideas into a marketable product. The essential elements of the development process are known and addressed in the business plan. However, the complexity of the individual phases and the interdependencies between them are very often underestimated.

For example, the question arises as to whether the costs for a particular product will later be borne by the healthcare system or whether they should be paid directly by the patient. This question must be answered as early as possible because, depending on the choice of strategy, this has a significant impact on the schedule and budget of the development project (e.g., scope and complexity of clinical trials).

The development process rarely runs in a straight line, and often individual steps must be adapted due to new data. This can also very quickly impact timelines, finances and even market success. Many young entrepreneurs find it difficult to recognize such potential dangers early on and initiate timely countermeasures due to a lack of experience.

New Guide's network of experienced senior executives can assist entrepreneurs to identify potential problems and take appropriate steps. Each New Guide Advisor has gained substantial experience during his professional career and successfully supported developing projects/products. Their experience identifying causes leading to project failure or success, and a corresponding ability to suggest efficient methods to achieve desired objectives, are core competencies of New Guide.