

Business Plan Check-Up

A business plan is much more than a selling document. A convincing plan speaks to credible relationships among goals, methods, capabilities, and competitive market analysis. An independent review is always useful before presenting a plan to investors or potential partners. This review is especially resonant when conducted by highly experienced former senior executives.

A plan can have on paper all the required elements, yet not score with your intended audience. Why? To discover the reasons, highly experienced former senior executives can apply their analysis and judgement to help improve your plan. Whether the issues are strategic, operational, market positioning, or resources, New Guide advisors can apply their expertise and seasoned judgement to help you make the best of your opportunities.

A business idea in the Life Sciences is often based on interesting results from experiments or observations which could be useful for product development. The usual steps forward are pitches, slide decks and business plans in order to convince others about the idea and eventually find scientific and financial support towards the realization.

We at NewGuide have seen numerous business plans and understand what is important in order to attract financial support and/or interest from potential partners/investors and for their decision-making:

- What do big Pharma companies want to see? What do investors want to see?
- Who are potential financial supporters?
- Which milestones can be reached with the financial resources and time available?
- What is necessary to increase the value of the company?
- Who are the main competitors?
- Who could be potential licensors/partners?
- What is really the USP of the product/company?
- Which IP strategy is necessary? (existing or planned IP)
- Does freedom to operate exist?
- Is the management suited and adequate for the envisaged goals?

The Business Plan Check-up Process

After an introductory conversation, a New Guide advisor with the closest experience relevant to your plan will be the lead reviewer. However, New Guide applies a team approach to assisting clients, and other advisors will join to consider relevant issues. You will receive a memo summarizing the findings and recommendations, which you can then discuss in another phone conversation. All information is held strictly confidential

Fee

A flat affordable fee covers the Business Plan Check-up. The fee would be discussed and mutually agreed during the introductory conversation.