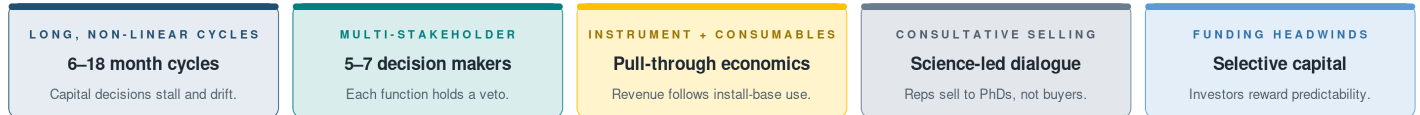


The Commercial Operating System™ for Life Science Tools & Diagnostics

We install and operate the commercial engine that turns breakthrough technologies into predictable, scalable revenue.

The commercial reality

One of the most complex commercial environments.



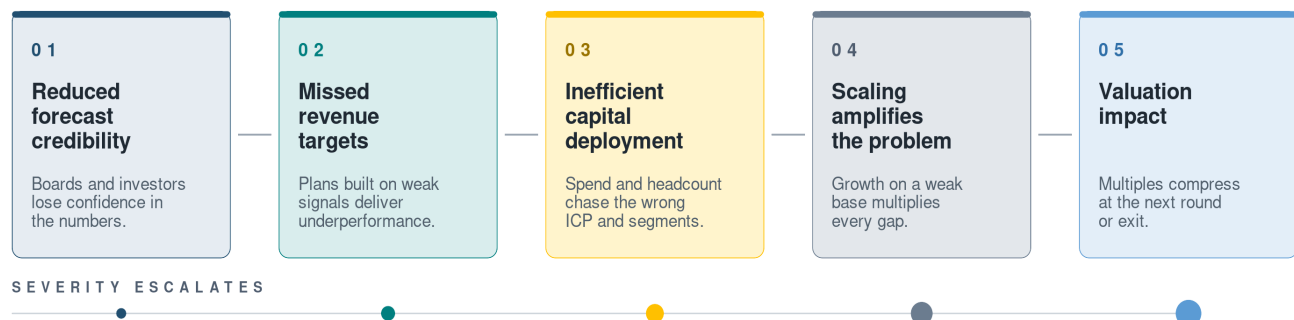
The problem we solve

Life Science Tools & Diagnostics companies **win on science** and **stall on commercial execution**. A **disconnect between strategy and execution** drives inconsistent pipeline, low forecast accuracy, missed targets, and a valuation discount at the next round.

Where commercial execution breaks down

01 Pipeline Instability - Inconsistent demand generation - Coverage below 3× thresholds - Over-reliance on late-stage deals	02 Low Forecast Confidence - Accuracy frequently below 70–80% - Commits based on optimism, not evidence - Chronic late-stage deal slippage	03 Weak Segmentation & ICP - Limited ICP definition - Resources spread too thin - Sales, marketing, and customer support misaligned
04 Inconsistent Sales Execution - No shared qualification framework (MEDDIC) - Deal progression varies rep-to-rep - Coaching is anecdotal, not data-driven	05 Misaligned Commercial Functions - Different assumptions across teams - KPIs unenforced - No shared operating rhythm	06 Non-Repeatable Revenue - Growth depends on top performers - New hires take 9+ months to ramp - Every deal is custom

Implications for growth and valuation



THE TAKEAWAY

A forecast problem doesn't stay a forecast problem.

By the time it shows up as a valuation discount, it has compounded through three earlier stages of commercial execution.

How we solve it — end to end

The Commercial Operating System™ is what we install. The 5-Step Commercial Framework is how we install it, starting with a 4-week Commercial Readiness Assessment that maps to the cascade one-for-one.

What we install — the Commercial Operating System™

A structured framework that aligns strategy, sales execution, operating cadence, and performance management into a disciplined, scalable commercial engine, converting innovation into predictable revenue growth.

STRATEGY	EXECUTION & PREDICTABILITY	DURABILITY & SCALE
- Market Strategy & Segmentation - GTM Coverage & Role Clarity - Demand Generation & Pipeline	- Predictable Revenue & Forecast - Disciplined Sales Execution - Pipeline & Forecast Operating Rhythm	- Commercial Ops & Data Discipline - Customer Experience & Retention - Financial Discipline, Governance & Risk

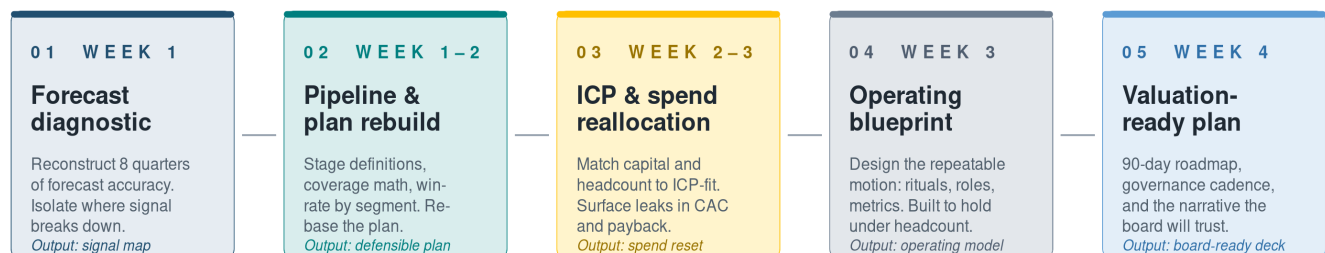
How we install it — the 5-Step Commercial Framework

01 EXPOSE Predictability Gap Where does execution breakdown drive revenue variability and forecast risk?	02 DIAGNOSE Commercial Readiness Assess commercial performance, risk, and readiness to scale.	03 EXECUTE Commercial Operating System™ The 9-pillar system that drives disciplined execution.	04 OPERATE Execution Framework Embed execution discipline through tools, cadence, and governance.	05 OPTIMIZE Performance Scorecard Measure performance, predictability, and progress against growth.
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Where you start — the 4-week CRA

THE COMMERCIAL READINESS ASSESSMENT — 4 WEEKS

Each phase directly resolves the implication above it.



Services

ASSESS Commercial Readiness Assessment 4-week diagnostic; findings, scorecard, prioritized 90-day roadmap.	INSTALL COS Installation Design and stand up the 9-pillar operating system tailored to your stage.	OPERATE Fractional Commercial Leadership Embed a seasoned commercial operator to run the system alongside your team.
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Built by operators, not consultants. Decades of commercial leadership across Life Science Tools & Diagnostics — from Series A through public.

START HERE

A 4-week Commercial Readiness Assessment