



i5 BioPartners Early-Stage Company Starter Packages

At i5 BioPartners, we specialize in helping early-stage BioTools companies translate scientific innovation into commercial traction. We understand the resource constraints, shifting priorities, and strategic pressure that define this stage—and we’ve built our Starter Packages to offer exactly the kind of support that moves you forward, faster.

Each package targets a specific challenge common to this phase of growth. These aren’t off-the-shelf consulting projects—they’re focused, hands-on engagements designed to meet you where you are and get you where you need to go. Whether that’s refining your message, validating your market, or sharpening your strategy, we tailor each sprint to your priorities.

1 Investor Readiness Package

Addresses: “From scientist pitch to fundable story”

- Technology review & ROI translation workshop to refine how you communicate your complex technology into a clear return on investment for investors
- Early market assessment focusing on TAM and competitive landscape
- Basic pitch deck review with messaging recommendations
- Funding advisory session to identify the right investor profile and an introduction to one relevant contact from i5’s network

Deliverables: Pitch Deck Analysis + Investor Introduction

2 Marketing Jumpstart Package

Addresses: “Who exactly is your customer?”

- A foundational messaging guide for consistent communication across your website, in sales calls, and at conferences
- Website review with conversion optimization recommendations
- One page (front & back) brochure to promote your company online and at events
- One blog post to begin establishing thought leadership

Deliverables: Messaging Guide + Single Brochure

3 Commercial Validation Package

Addresses: “How do we scale beyond founder selling?”

- Conduct structured Voice of Customer (VOC) interviews with a minimum of 3 potential customers to gather unbiased feedback
- A report summarizing customer feedback and providing an objective assessment of your product-market fit
- An initial analysis to confirm or refine your ideal customer segment based on VOC data, including key buying criteria and pain point analysis

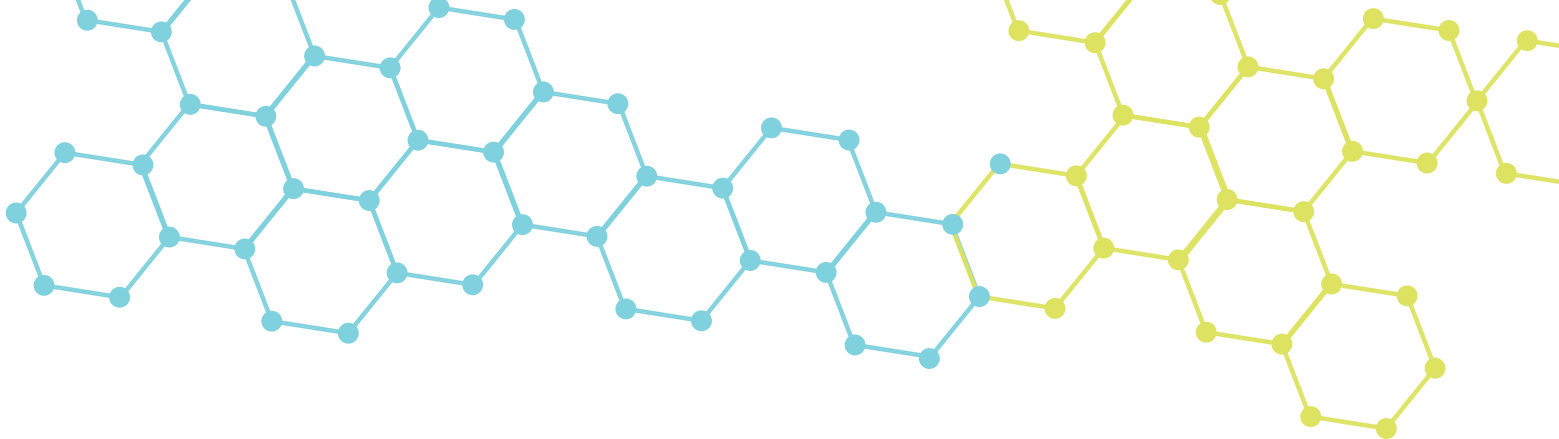
Deliverables: VOC Report + Product-Market Fit Assessment

4 Quick Win Accelerator Package

Addresses: “What should we focus on first?”

- i5 Scorecard assessment to pinpoint your top commercial priority to focus your efforts on for maximum impact
- Targeted 30-day action plan for your highest-impact area, choosing between either:
 - i. KOL Engagement: Identify and map a strategy to engage a minimum of 2 key thought leaders
 - ii. Marketing Campaign: Develop a foundational strategy for a lead-generation campaign
- Expert Advisory Sessions: Includes 2 hours of hands-on advisory support to guide implementation and ensure progress

Deliverables: Prioritized Action Plan + Advisory Support



5 Brand Foundation Package

Addresses: “How do we stand out from everyone else?”

- Professional logo design and a mini brand style guide for consistent branding
- A simple, professional website setup (up to 5 pages) to serve as your digital hub
- Branded slide deck template
- LinkedIn company profile optimization
- Brand positioning statement development

Deliverables: Brand Foundation Kit + Implementation Guidelines

6 Team Building Blueprint Starter

Addresses: “Should we hire or outsource?”

- Current organizational assessment and capability gaps
- Hire vs. outsource analysis for next 3 critical roles
- 12-month hiring roadmap with budget projections
- Role definition templates and success metrics

Deliverables: Team Building Strategy + Implementation Timeline

7 Product-Market Fit Validation Starter

Addresses: “Why isn’t our amazing technology selling?”

- Product-market fit assessment using structured methodology
- Feature value analysis based on customer feedback
- Usage workflow mapping and integration requirements
- Value proposition optimization for target segments

Deliverables: PMF Scorecard + Product Positioning Recommendations

8 Strategic Narrative Starter

Addresses: Brand/Marketing/Investment storytelling

- Core business narrative that translates science into business value
- Messaging architecture for different audiences (customers versus investors)
- Investment thesis development and value creation story
- Competitive differentiation framework

Deliverables: Strategic Narrative Guide + Messaging Toolkit

Our goal is to be more than an advisor—we aim to be a trusted extension of your team. We listen closely, deliver with purpose, and equip you with the insights, materials, and momentum you need to take your next step with confidence.

Let’s build your future—strategically, efficiently, and with purpose.



CONTACT US TO LEARN MORE

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