

# Case Study

## Developing Strategic Narrative to Drive Market Penetration and Accelerated Growth



Our client is a visionary company in cellular analytics, empowering researchers with innovative hardware, software, and intelligent computational tools to generate real-world data insights. Their platform supports diverse scientific fields such as microbiome research and drug discovery, offering real-time data visualization, remote monitoring, and scalable connectivity for expanding research environments.

### The Problem:

Despite their cutting-edge technology, the client struggled to articulate their unique value and faced challenges with distribution partnerships while scaling their sales and marketing efforts.

### Results:

The client saw a marked improvement in market presence, with stronger distribution partnerships, enhanced sales processes, and more cohesive marketing strategies. The product relaunch and refined messaging helped elevate the client's position in the life sciences community, setting the company on a path to sustained growth.

### Conclusion:

Through hands-on mentorship and strategic commercial guidance, i5 BioPartners helped our client overcome key challenges in sales, marketing, and distribution, empowering them to achieve significant growth and establish a stronger foothold in the life sciences market.

### Solutions Provided by i5 BioPartners:

#### 1 Sales and Distribution Optimization:

i5 Bio conducted an in-depth analysis of the client's sales activities and distribution framework, restructuring their global distribution network from informal arrangements to structured, incentivized partnerships. This shift enabled distributors to become actively engaged in promoting the client's products, significantly expanding their global reach.

#### 2 Fractional Leadership:

i5 Bio stepped in to provide interim sales leadership after unexpected turnover, deploying a fractional sales team to ensure continuity and support the client's long-term sales goals. They also laid the groundwork for hiring technical sales experts, filling critical gaps in the team.

#### 3 Marketing Strategy Overhaul:

i5 worked closely with the client to refine their marketing messaging, developing a strategic narrative that aligned with investor expectations. This included launching a successful product relaunch of their Duet Co-Culture platform, which featured a name change, rebranding, and a media strategy that garnered attention from key opinion leaders and industry publications.

#### 4 Enhanced Marketing Campaigns:

i5 also introduced targeted marketing efforts, including Google Ads campaigns and a messaging matrix to ensure consistent communication across all channels. The comprehensive marketing overhaul led to increased brand awareness, website traffic, and successful product launches.