



Navigate the Path to Market Success with Expert Guidance

Pioneering founders and technology focused organizations need trailblazing commercialization partners for rapid adoption of their innovations at every stage of the product lifecycle.

The rapid pace of innovation in the life science tools market demands deliberate, strategic market entry. Securing your market success requires a well-crafted strategy that anticipates industry shifts and aligns your entire organization towards effective market entry.

With i5 as your partner, you gain access to a proven commercialization roadmap. Our comprehensive expertise across all critical disciplines ensures your journey from innovation to market leadership is smooth and successful. Together, we'll turn your innovation into a market-leading solution.

Accelerate the adoption of your life science tools and technology with proven, human centered design strategies, delivered by a diverse team of experts, blending decades of world-class experience.



Who We Are

With deep industry and commercialization experience, i5 BioPartners has developed a proven roadmap to success focused on five impact areas: Organization, Brand, Market, Product, and Commercial excellence.

From concept to commercialization, the i5 BioPartners team is built to provide data, resources, strategies, and build teams for organizations with differentiated technologies to succeed in high-impact applications.

We are motivated by ensuring accelerated adoption of your life science tools innovation, in quickly evolving markets to drive scientific discovery and positively impact human and global health.



Matthew Hymes
Managing Partner



Amanda Holdan-Sinisi
Managing Partner



Jeff Galecke
Managing Director



Ted Nunes
Managing Director

Our Values

INSIGHTS:

We reveal valuable information to enable confident, data-driven decisions.

INTEGRATION:

Our holistic approach pinpoints key success factors for sustained growth.

INNOVATION:

We apply design thinking methods to create repeatable success frameworks.

IMPACT:

Your success is our mission—we drive measurable, lasting results.

INTEGRITY:

We uphold the highest ethical standards, partnering with like-minded organizations.

Creating Impact Where it Matters: 5 Critical Areas on the Path to Commercialization

Our commercial success model focuses on five key impact areas, each containing modular services that can be combined to fit the specific needs and stages of our clients.

This customizable framework allows us to adapt swiftly to your evolving requirements, providing targeted expertise exactly when and where you need it most.

The result is a streamlined commercialization strategy that optimizes your resources and enhances your competitive edge.



ORGANIZATION

- Leadership & Governance Planning
- Strategic Alignment Workshops
- Operational Efficiency Improvement
- Innovation & Adaptability Review
- Team Dynamic Discovery & Rebuilding

BRAND

- Brand Positioning
- Customer Perception Discovery
- Visual Identity Analysis
- Messaging Consistency
- Market Adaptability
- Impact Measurement


MARKET

- Market Research
- Competitive Language
- Product Market Fit Assessment
- Voice of Market Research
- Segmentation Strategy
- Market Expansion Strategy

PRODUCT

- Product Innovation
- Competitive Analysis
- Voice of Customer
- Quality & Support
- Scalability
- Pipeline Review

COMMERCIAL

- Partner & KOL Strategy
 - Market Access Strategy
 - Pricing Strategy
 - Sales Team Structure
 - Customer Engagement
 - Global Distribution
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Markets & Environments We Influence



Academic Labs
& Core Facilities



Government
Programs &
Institutions



Biotech & Pharma



Application Areas:
Agriculture
Synthetic Biology



Reference Labs &
Service Providers

Covering all stages from Basic Research, Translational Research, Pre-Clinical Research, Clinical Trials and Clinical Diagnostics.

The i5 BioPartner team is serving the following entities:

- Reagent Kit Manufacturers
- Platform Providers
- Software & SaaS providers
- Service Providers & CROs
- Industry Support & Contract Manufacturers
- Clinical Diagnostic Labs

Ready to Accelerate Your Commercial Success?



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