



White Paper

ASSET POSITIONING SUPPORT

We help to position your asset for optimal deal valuations

Illustrative Project Situation: A team has successfully navigated their asset through early clinical development and now seeks additional financing or partnering. The team’s mindset is set on the challenges ahead rather than on all potential opportunities, which makes it difficult to create attractive and compelling marketing materials. Therefore, the team asked SCITARIS for support.

Approach: We at SCITARIS followed our validated three-step procedure of 1) **understand** and prioritize the asset’s strengths, 2) iteratively **create** a compelling storyline backed by supporting analyses and 3) **customize** the materials for individual partners

Outcome: The company used the generated materials for large investor pitches and is currently in a number of ongoing partnering discussions

1. UNDERSTAND

After reviewing all relevant asset information, we brainstorm with the team to identify key strengths and potential upside opportunities



Data sharing



Prioritization

2. CREATE

In an iterative process, we draft the storyline and flesh it out for the confidential presentation by conducting supporting analyses with our deep industry expertise



Storyline Drafting



Supporting Analyses



Deck Creation

3. CUSTOMIZE

The confidential deck serves as a basis for the creation of non-confidential material or additional ‘mini-decks’ for specific topics, which can be provided to partners upon request



Confidential Deck



Non-Confidential Deck



Supporting Material

Reach out to us today, to learn more about the customized solutions SCITARIS can provide to help you grow your business

+ contact us



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