



Case Study

A Company Reinvented: How Scitaris Helped Small Biotech **Pivot** **From Dermatology to** **Immunology**

A US-based small biotech company, Fresh Tracks (then named Brickell Bio), was pivoting from topical dermatology to autoimmune diseases; they needed to rebuild a differentiated pipeline from scratch, fast.

With limited bandwidth, they partnered with Scitaris, who provided support across asset search and evaluation, preclinical modeling, and clinical development strategy.

Within two years, Fresh Tracks had **two new asset classes** in autoimmune disease, acquisition **interest from big pharma**, and had **successfully rebranded** the entire organization.



SCITARIS

BIOPHARMA STRATEGY

THE CHALLENGE

A Pipeline Blank Slate and an Overstretched Team

Having sold their successful topical dermatology program, Fresh Tracks wanted to pivot their business into autoimmune disease, meaning a complete rebrand from Brickell Bio and rebuilding their pipeline from scratch with limited financial resources.

With no assets in autoimmune diseases, Fresh Tracks wanted to identify first-in-class molecules, select the right indications, build preclinical models, and map out a full clinical development path, and they needed to do it quickly.

“Our team was tied up running Phase III on our lead asset, so we didn’t have the internal bandwidth to build our new pipeline at the speed we needed. We were looking for someone who could bring the same expertise as an in-house scientific team and really hit the ground running.”

Andy Sklawer

President and CEO of Fresh Tracks



THE SOLUTION

A Scientific Partner that Operated Like Part of the Company

Fresh Tracks came to Scitaris through a direct referral from a trusted industry peer who had been impressed by Scitaris' work on their previous acquisition.

The team was equally impressed after meeting Scitaris directly, quickly recognizing the fit between what Scitaris could offer and what the engagement demanded. As Andy Sklawer, president and CEO of Fresh Tracks, put it: ***"Seeing how Scitaris approached their work, the process, the depth of their capabilities, the way they iterate—they would have had to try really hard for us not to choose them."***

Given Fresh Tracks' requirements, Scitaris provided a combined service engagement spanning asset search and evaluation, preclinical and clinical development strategy, and investor communication.

"Another company touted Scitaris as instrumental to the success of their recent acquisition. It was a glowing recommendation."

Andy Sklawer

President and CEO of Fresh Tracks



"They were geniuses. Scitaris had a level of scientific expertise you don't come across often in this industry; we felt they had the skillset to act as our internal VC arm, which is really what we needed for this to work."

Aron Aizenstat

Vice president of development and operations at Fresh Tracks

Asset Search and Evaluation

Scitaris conducted a systematic search for novel molecules targeting autoimmune diseases, using its AI-powered analytics platform to fine-tune search criteria (including biological rationale, competitive landscape, development feasibility, and commercial potential) to Fresh Tracks' scientific and strategic priorities.

After kicking off with an executive alignment meeting to ensure the search was built around exactly what Fresh Tracks needed, **Scitaris drew on their proprietary database of more than 100,000 new molecular entities** to narrow down the field to the strongest candidates.

Scitaris held weekly asset review calls, fielded additional discussions when needed to keep things on track, and sought continuous feedback from Fresh Tracks.

Recommendations were delivered in data-heavy presentations based on extensive evidence collected from diverse, trusted sources. These were summarized in one clear slide that outlined key risks and opportunities and could be digested at a glance. As described by Andy Sklawer: ***"Three years on and I still remember their slides vividly. They'd have these massive, ultra-detailed decks with every recommendation grounded in pages of hard data, and one summary page that made everything completely clear."***



"It wasn't a case of handing over a brief and waiting for a report. It was regular meetings, ad hoc calls, and constant iteration. It was as close to having an internal team as you can get with an external partner."

Aron Aizenstat

Preclinical and Clinical Development Strategy

After executing the recommended in-licensing deals, Fresh Tracks continued the partnership with Scitaris into the next stage, given how deeply embedded Scitaris already was in the science and strategic direction of the acquired programs.

On the preclinical side, Scitaris used its systematic search process to identify and prioritize indications, screening candidates against target biology and narrowing to a shortlist through a deep, structured analysis of scientific rationale and development feasibility. Once finalized, Scitaris **defined the preclinical development strategy, including appropriate models and study design.**

Moving to the clinic, Scitaris **designed a first-in-human study** for the lead program that combined both healthy volunteers and patients, structured to produce a patient readout within a timeframe that would resonate with the market and investors.

The Scitaris team also **built out Fresh Tracks' Scientific Advisory Board (SAB)**, running a fast, targeted search to identify academic candidates based on scientific background and fit for an industry-driven program. Beyond the SAB, Scitaris identified and introduced a KOL for the lead asset's target, who contributed to preclinical research and later drove the company's R&D Day presentation.

Due to Scitaris' deep involvement and knowledge of the program, Fresh Tracks **brought on a member of the Scitaris team as VP of Translational Medicine**, and they became instrumental in shaping the narrative and positioning of the assets.

"Scitaris knew our data and our models better than almost anyone on our team. They would join external BD calls, talk to potential partners and investors, and communicate the science in a way that got everybody on board."

Andy Sklawer



Throughout the engagement, Scitaris maintained constant, transparent communication with the Fresh Tracks team, making sure the 'why' behind every recommendation was fully expounded.

Aron Aizenstat, vice president of development and operations at Fresh Tracks, noted: *"It can be like pulling teeth to get consultants to show how they arrived at recommendations. If anything, Scitaris overshares, giving us complete visibility into everything behind their reasoning."*

The visibility, availability, and reassurance that everything was being handled with complete diligence and competence by Scitaris gave the Fresh Tracks leadership team everything they needed to make critical decisions quickly and confidently.

Andy Sklawer noted, *"Knowing we had a highly competent, trustworthy team looking at everything with a fine-tooth comb freed us up to focus on running the business."*

THE RESULTS

A Reinvented Company and Two New Asset Classes With Big Pharma Interest

Working with Scitaris, within two years, Fresh Tracks:



Rebuilt their pipeline, bringing in two novel asset classes, the quality of which attracted the interest of large pharmaceutical companies



Successfully reinvented the company, moving from a blank slate in an unfamiliar therapeutic area to a rebranded company with a credible pipeline and a new scientific identity

“As a direct result of the work with Scitaris, within two years we had two new asset classes that both generated interest from big pharma.”

Andy Sklawer

“We effectively reinvented the whole company, and Sciatris was absolutely instrumental in that.”

Aron Aizenstat



CONCLUSION

Key Takeaways for Biotech Leaders

Scitaris' scientific rigor, transparency, and meticulous, data-driven processes were pivotal to Fresh Tracks' success, allowing them to move decisively to rebuild their pipeline and successfully reinvent the company in a short period of time.

"If I was starting a biotech company, without a doubt, they would be one of the first calls I'd make."

Aron Aizenstat

Critical factors that led to the success:

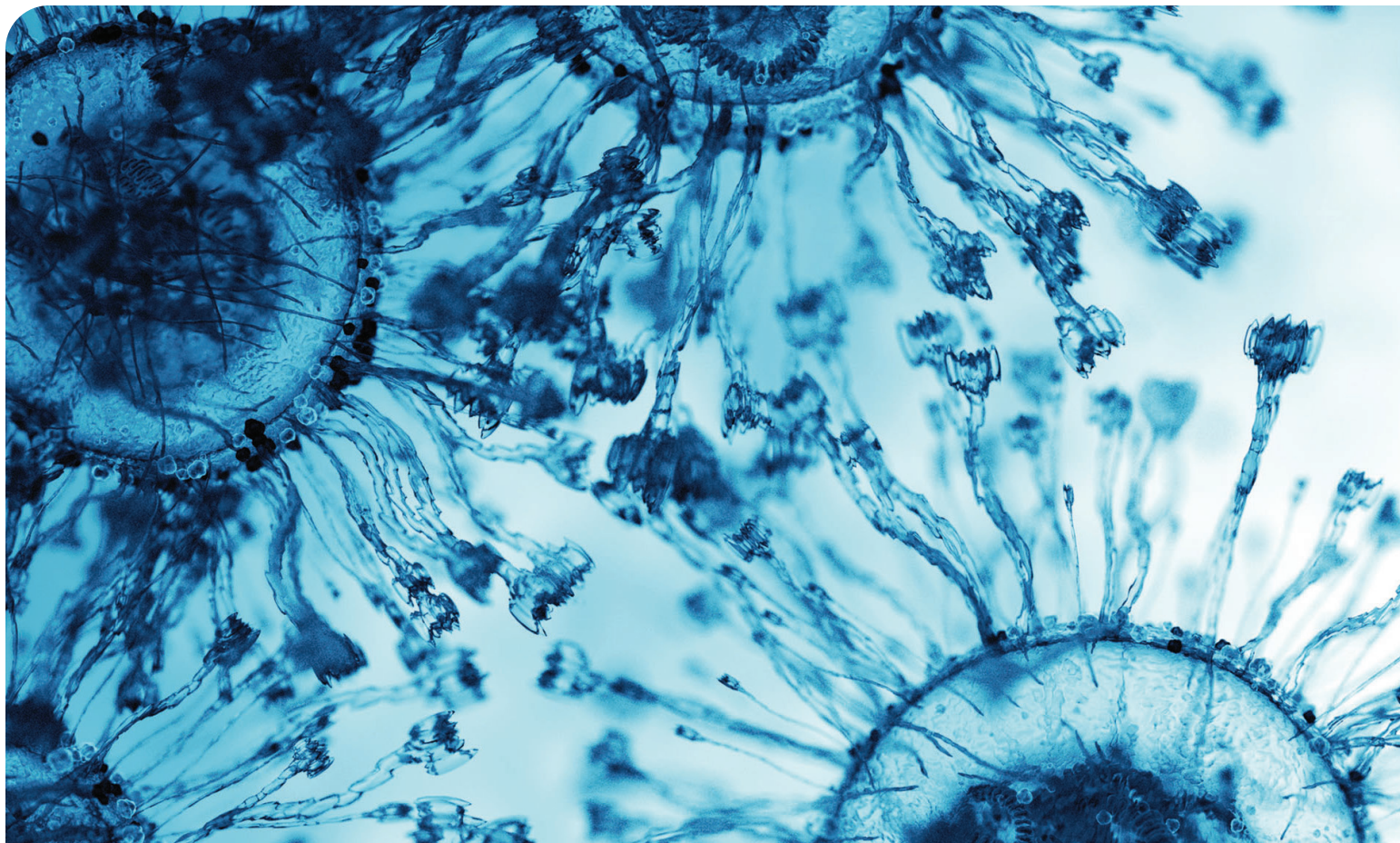
- ✓ **Strong scientific expertise**
PhD-level depth across chemistry, biology, and translational medicine
- ✓ **A structured, evidence-driven process**
Every recommendation grounded in extensive data to ensure confident decision-making
- ✓ **Deep understanding of scientific communication**
Complex science translated into a compelling external narrative that kept investors, partners, and stakeholders aligned
- ✓ **Unwavering availability and commitment**
Always available, regardless of timezone
- ✓ **Collaborative working**
Operated as a genuine extension of the Fresh Tracks team, remaining fully invested in the outcome at every stage



Facing a high-stakes decision in your drug development strategy?

Let us help you get it right.

[Speak with one of our PhD-level consultants today](#)



About Scitaris

Scitaris is a life science strategy consulting firm. Our clients include over 100 companies worldwide, spanning large pharma/biopharma, small- to mid-sized biotechs, start-ups, and venture capital firms.

We provide strategic guidance and thought partnership across the entire drug development value chain, from focused strategic and technical questions about individual assets to comprehensive portfolio management and corporate strategy.

Our team combines deep scientific expertise with systematic analysis to deliver exhaustive, objective strategic guidance. We use our curated proprietary databases and a radically flexible operating model to build custom approaches that help clients de-risk decisions, create value, and get drugs to market.

You can reach us at our website www.scitaris.com/contact.



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