No Placebo's 7 step methodology for achieving commercial realisation

1 Market Orientation

- Create full understanding of market drivers (now & future)
- Align value propositions and commercial strategy accordingly
- Identify target customers

2 Product/Service Develop't

- Align product/service development with market needs
- Develop key selling strategies
- Uncover and develop hidden assets/opportunities

3 Reference Accounts

- Target tier 1 customers
- Active customer relationship build with new 'pitch'
- Incorporating customer feedback into strategy (flex)

ALPHA BETA LAUNCH EXPANSION SCALE-UP

4 Market Release

- Supplement or introduce sales expertise
- Marcomms, PR, branding, web as required
- Legal & regulatory hurdles

5 Progressive Sales and Channel Development

-Direct sales team development
- Commercial partner identification and negotiation
- International business activity

6 Delivery and Scalability

- System requirement identification and sourcing
-Internal scale-up project management
- Handover when appropriate

7 Financing Expansion

- Business plan and business case development
- Expansion/next stage funding
- Investor presentations
- Investor relations

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