



SALES AND MARKETING CONSULTING FOR LIFE SCIENCE COMMERCIAL SUCCESS

Genovative Solutions understands the Life Science market. We have extensive experience developing and executing programs to drive commercial success. Sales & Marketing expertise combined with strong scientific backgrounds enables us to help drive our clients' achievement of revenue goals.

WHO WE ARE:

- Expert Sales & Marketing Consultants
- Decades of Life Science Market Experience
- Track Record of >30 Years of Sales and Marketing Success

Genovative Solutions is expert at helping Life Science companies achieve commercial success. We have decades of experience and a track record of helping our clients to reach their goals.

Like many of our clients, we are/were scientists. As scientists we understand your technology, your market, your customers, and their needs. We understand you and the challenges your customers face and speak to them in a way that they can understand. As experienced and expert Sales & Marketing persons, we have spent decades positioning scientific products and services for commercial success. Over those years we have learned how best to communicate with scientists to gain their interest and deliver the message that will help them understand the value of your products and/or services.

“[Genovative] is one of the most persistent, results oriented consultants with whom I've ever had the pleasure of working...attention to detail is very high, consistently beats deadlines, and output has been on target and quite insightful.”



Chris Benoit, President and COO, Enzymatics, Inc.

We bring passion to helping good science attain success. Whether your objective is to launch a new product, reach greater sales goals or build your commercial team, Genovative Solutions is the ideal partner to help you attain your goals.

ENHANCED COMMERCIAL EFFECTIVENESS

- Proficient: Highly Skilled in Developing and Executing Successful Commercial Programs
- Expert: In-Depth Market Knowledge
- Proven: Decades of Commercial Success

“[Genovative] has been a primary contributor for two BGI web sites. Focus was on the content of those sites and [they] did an excellent job refining **the value proposition, crafting the messaging... and** creating content to convey the message. [They are] very skilled at composing high quality content that captures the essence of what needs to be communicated in a powerful and credible manner. They are dependable and meet commitments on time as promised. [Jeff] is a very good writer who combines his sales expertise, scientific knowledge and marketing skills to create convincing communications.”



Director of Marketing, BGI Americas

We Make the Complex Simple and the Simple Compelling. We bring sales prowess, marketing achievement and a deep understanding of the Life Science market and its nuances to each project. We speak your customers' language so your message is delivered powerfully and intelligently.

By combining our scientific and commercial savvy we help your technology attain its commercial potential. We understand how to identify your market, define your ideal/target customer, position your offering to that market's needs, define its value proposition and create the "message" to send to those customers. We develop the vehicles for delivering that message (sales collateral, Web Site Development, trade show booth and strategies, PowerPoints, etc.) and we are highly proficient at devising and implementing plans to help you communicate that value and develop your market through a variety of means.

WHY CHOOSE GENOVATIVE SOLUTIONS?

- Sales & Marketing Expertise: Ability to work cross-functionally delivering optimal solutions
- Positioning: We "brand" you as a solutions provider, then position and sell your solutions
- Messaging: We understand your technology, its benefits and advantages AND how to create messaging to interest your audience

We are not an advertising agency or marketing consultants: we're a results-driven, sales-oriented, commercially skilled organization with a track record of success helping Life Science companies to effectively penetrate and develop new markets and attain/exceed revenue goals.

Scientists buy solutions, not technologies; we focus on enabling our clients to attain greater commercial and financial success by positioning your company as a provider of solutions to meet your clients' needs, then delivering that message to your target market. Your objective is to cost-effectively increase market uptake of your company's products or services in a competitive market to a difficult customer-base. We have done that for dozens of Life Science organizations.

Bringing our unique expertise to your team will help you to succeed in this market.

"We engaged Genovative Solutions to update our website and marketing focus. They also generated a focused value proposition for the company as well as messaging and positioning, which was a successful and worthwhile endeavor. The team is professional, communicative, collaborative and scientifically astute. They are driven, productive and went the extra mile in developing our content, message and website. [It] is now a very good **reflection of our business.**"

BIO|OPTIONS
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Larry Blocker, M.D., J.D., CEO, BioOptions, Inc.

Let Us Help Your Company Reach New Heights



YOUR PARTNER IN CREATING COMMERCIAL SUCCESS

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"We used Genovative Solutions to develop our value proposition and web site. The outcome o has resulted in significantly increased traffic to our site as well as strong positive feedback from our customers on our core values. Genovative identified our unique attributes and our commercial advantages and developed the message to convey those. From branding to site development and SEO, the team was collaborative, professional and highly adept. Our site now represents AKESOgen's value to our customers in a way that is compelling and powerful. Overall, we have been delighted with Genovative's unique package."

AKESOgen

Mark Bouzyk, PhD; Co-Founder and Chief Scientific Officer, AKESOgen, Inc.