

Why Health Mavens for Startup Investors?

When it comes to backing startups and scale-ups, deep knowledge is a powerful tool. From actionable market insights and GTM strategies to experienced marketing leadership support, we're here to help you make the most of your investment.

Pre-Investment Insights to enrich your due diligence

Get a realistic, external POV on where the opportunity lies and in what time frame

- ✓ Product/market fit
- ✓ TAM (Total Addressable Market)
- ✓ Market viability
- ✓ Commercial GTM assessment

Post-Investment Intel to clinch sustainable, accelerated growth

Ensure business performance that meets both short- and long-term goals

- ✓ Team evaluation
- ✓ Tech audit
- ✓ Communications audit
- ✓ Internal process audit
- ✓ Performance audit

Marketing Leadership Support to jump-start and sustain strategic focus and execution

Set and maintain strategic continuity as the business gets up and running

- ✓ GTM strategic planning
- ✓ Interim CMO/CGO
- ✓ Fractional CMO/CGO

35% of startups fail
due to *No Market Fit*

Source: Failory

We specialize in B2B and B2B2C commercialization for MedTech, FoodTech, and Health and Wellness products and services.

Let's build your foundation for commercial success together

Contact Marian Temesvary at 773-936-9179 or marian@health-mavens.com