

# Why Health Mavens?

Startups and scale-ups fail at an astounding rate. Why? Because in the excitement and urgency to launch, founders and leadership teams often overlook, or rush through, critical strategies that can make or break early commercial success. In fact, we've seen this trend so much in our work with young companies, we created an approach to planning that addresses every phase of commercialization to reduce the risk of failure.

## Executive guidance and a proven commercial plan

We are a collective of C-level female executives with decades of strategic experience in B2B and B2B2C commercialization and marketing. Our expertise guides clients through the process of launching health-related products and services, opening up new channels and markets, and accelerating growth.

We understand the challenges young companies face, such as:

- ✓ Urgency to market (often without a commercial plan)
- ✓ Channel optimization
- ✓ Identifying and targeting prospects
- ✓ Customer acquisition on a tight commercial budget
- ✓ Prioritizing roles and hires
- ✓ Navigating the complex marketing landscape

We also recognize the pressures and expectations that come with answering to investors.

## Solutioner™ Path to Commercial Success

These are critical steps, sequenced to save money, time and wasted resources, while ensuring quick and growing impact in the market – the place where investors are looking for hard ROI on marketing and sales investment.

1

### Build an evidence-based commercial strategy

- ✓ Near-term business goal
- ✓ Competitive market position
- ✓ Defined and segmented market opportunity
- ✓ Known barriers to entry or adoption
- ✓ Pre-determined and prioritized sales channels

2

### Set a progressive go-to-market strategy

- ✓ Commercial brand positioning
- ✓ Communications strategy
- ✓ Marketing plan and budget
- ✓ Sales plan

3

### Create and execute a scalable activation plan

- ✓ Content development
- ✓ Campaign development
- ✓ Media plan – paid, owned and earned
- ✓ Lead generation/pipeline development plan

**90%** of startups fail

Let's set you up to succeed.

Startup Failure Rate in 2023: How startups fail and why? By Daniel Ruby, Demand Sage, March 14, 2023

Emerging companies are under enormous pressure to communicate the value of marketing to investors and boards. The right commercial plan ensures that your marketing programs are contributing to the development, advancement and conversion of your pipeline.

## A flexible approach

We partner with clients according to their business needs. We can work on a project basis to address one specific area; in a short-term growth consulting capacity; or in a fractional role to build a full plan – always respectful of steps already taken toward commercialization. We also have teams to implement in-market (phase 3) as needed. Ideally, we function as an outsourced, cost-efficient marketing team that works seamlessly with leadership and sales.

## Measurable impact

With the right foundational plan, in-market wins can come quickly and in many ways. Here are a few examples of how we've helped clients achieve success.

### Brand differentiation and pipeline growth

Moved a scale-up food technology from commodity to a recognized value-add brand via a focused GTM program that delivered a pipeline of qualified leads across key categories

### Connections with elusive customers

Built a commercial foundation to acquire customers, gaining 7X more site visits and hundreds of qualified leads with targeted biopharma prospects

### E-commerce portfolio development

Established DTC channel and new product lines with GTM strategy for new medtech divisions in three key segments, generating 5x new leads and sales

## Meet the Mavens

### Marian Temesvary



Strategic and pragmatic marketing and sales leader with a track record growing businesses via GTM planning and in-market activation. Deep roots in research and commercialization within health-related industries including biopharma, consumer products, non-profit and professional services.

### Barb VanSomeren



Commercial marketing executive, problem solver and business leader focused on revenue growth through market differentiation, channel optimization, omnichannel engagement and measurable results. Experience in startups, private equity and public companies within B2B/B2C, global health tech and med device.

### Martha Porter-Fiszer



Results-oriented creative leader with a rich history driving business growth through brand differentiation and messaging that moves people to respond. Fluent in B2B/B2C campaign development, content strategy and digital market activation that spans every phase of the customer journey.



Let's build your foundation for commercial success together

Contact Marian Temesvary at 773-936-9179 or [marian@health-mavens.com](mailto:marian@health-mavens.com)

