

## Counting on Success in a Bio-Tech Start Up

### Client Challenge

Design and execute a 'Go-To-Market' strategy in a company with new technology for counting cells and bacteria in liquid samples.

### The Parrallel Effect

The demonstration of early sales and collaborative deals with international partners in new markets allowed the company to raise over £3m in additional funding to develop its second generation products.

### How We Achieved It

**The Parrallel Consultant** was introduced as a part-time business development director. A new strategic plan was defined, planned and executed to take the company's approach to market in a more productive direction:

- Used finance options to offer a reagent/rental sales model that avoided the 'capital budget' problem in the company's primary market (NHS).
- Recognised the application of the technology to other sectors with similar issues.
- Opened other markets (food, mineral extraction) where private companies bought on a longer-term payback model.
- Focused on collaboration with large international partners and negotiated partnerships with a number of multinationals in the mineral extraction, food and medical markets.



A new company was formed to exploit the second generation technology that resulted. This provided an ability to measure both the number and viability of bacteria and cells in solution, a capability not previously available in any real-time measurement system.

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