

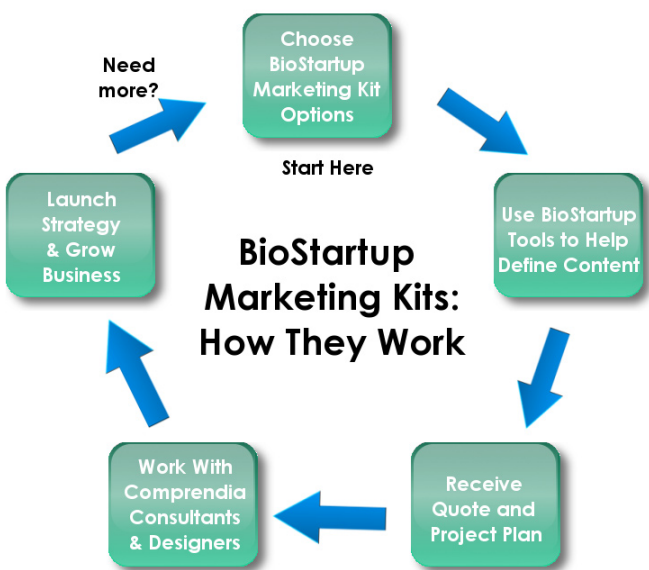
BioStartup™ Marketing Kits

The Interface Between Science and Business

Get your company off the ground with Comprendia, the Biotechnology marketing experts

You've leveraged your biotech experience to find that perfect opportunity to become an entrepreneur and start a company. To be successful, you need to make a splash with your company's launch and to develop a framework for your marketing strategy and tactics. Work with Comprendia, professionals with expertise in biotechnology and marketing, and you'll receive customized materials that will reach your target audience and effectively grow your business.

Comprendia's BioStartup Marketing Kits are designed to guide you through the process of defining and refining your company's message and marketing strategy, while delivering the elements you need. Here's how they work:



BioStartup Marketing Kits simplify the process of determining what marketing elements you need, and also guide you towards developing a unified message and image for your new company.

Comprendia will work with you to help you refine your message, and we will provide vital feedback based on our marketing and business development experience in biotechnology and the life sciences. During the process of requesting a BioStartup Marketing Kit, we'll ask you all the right questions about your customers, competitors, and your products or services, helping you to establish market-driven objectives during this crucial period of your company's growth.

BioStartup Marketing Kit Offerings

The BioStartup Marketing Kit allows you to choose from a wide variety of print and online media options to customize your marketing strategy

Marketing Strategy, Tactics, and Public Relations

- Strategic Marketing Plans
- Tactical Marketing Plans
- Product Launches
- Defining and Implementing PR Strategies

Logo & Branding

- Messaging & Branding
- Logo Design
- Style Guide

Print Media

- Business Cards
- Flyers
- Brochures
- Print Ads/Placement
- Trade Show Exhibit/Graphics
- Promotional Items

Electronic Media

- Website
- PowerPoint® Presentation Template
- E-Newsletter
- Banner Ads/Placement
- Google Advertising
- Search Engine Optimization
- Social Media Integration/Campaigns

Get Started

Why wait? Our BioStartup process will help you to define and focus your marketing objectives now, while crucial decisions are being made. Contact us and we'll send you everything you need to get started, and we'll even meet you in person or over the web to discuss or brainstorm with you about your plans.

Visit comprendia.com/biostartup for more information



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