



## Business Case Development

**Description:** Building a compelling business case is essential for securing investment, gaining stakeholder approval, and guiding product development. I specialize in creating robust business cases that clearly articulate the value proposition of biotech innovations, backed by rigorous market and financial analysis. My approach combines scientific expertise with business acumen to produce documents that resonate with both technical and non-technical stakeholders.

I work closely with clients to understand their unique value propositions and market contexts, ensuring that each business case is tailored to the specific needs of the project. Whether you are seeking to launch a new product, enter a new market, or secure funding, I provide the analytical foundation and persuasive narrative needed to convince stakeholders of your project's potential.

### Key Deliverables:

- **Market Analysis:** In-depth analysis of market demand, potential revenue streams, and financial projections, providing a solid foundation for decision-making.
- **SWOT Analysis:** A comprehensive assessment of the strengths, weaknesses, opportunities, and threats associated with the project, helping to identify key success factors and potential challenges.
- **Risk Assessment and Mitigation Strategies:** Identification of potential risks and development of strategies to mitigate them, ensuring that your project is resilient and adaptable.
- **Stakeholder Presentation Materials:** Professionally designed presentations and documents that clearly communicate the business case to investors, partners, and other stakeholders.

## **Why Choose Me?**

With a Master's degree in Biomedical Sciences and a major in Science-Based Business, combined with extensive experience in sales, business development, and market research, I offer a unique combination of scientific knowledge and commercial expertise. My work with leading biotech companies across Europe and the United States has equipped me with a deep understanding of the industry's challenges and opportunities. I am committed to delivering high-quality, impactful services that drive business growth and innovation in the biotech sector.

## **CONTACT**

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