

Parenteau BioConsultants - BioRankings Investment Advisory Alliance: Company-Side Analysis and Consulting

Ernst and Young has identified failing to demonstrate value as the top risk factor facing the life science sector. The second is the ability to raise sufficient capital. The third is boosting R&D productivity.

Now more than ever, even the earliest companies need to demonstrate that they are knowledgeable about the path to commercialization and know how to create value every step of the way.

The usual investor presentation emphasizes academic science, time-to-market, market potential, and financial projections. Yet a large part of the amount of financing ultimately needed, time-to-market, and value creation is rooted in the use and targeting of a technology and a company's ability to manage its execution.

How we help a company validate its value proposition

Parenteau BioConsultants' expertise in life science management and rare concept-to-market experience is paired with BioRankings' broad expertise in biostatistics that encompasses many complex medical areas, to help a company create investor confidence. Together, our input can help a company validate the likelihood of generating commercial value including:

- * demonstrating that the company has factored in what reaching therapeutic effectiveness will entail based on science, medical need and statistical analysis of existing data in the space
- * illustrating the comparative strength of a company's therapeutic target, approach and commercial strategy within the broad competitive landscape
- * creating a positive impression of the quality of a company's management skills and ability to execute its plan

Lending credence to time-to-market estimates and financial projections while increasing confidence that the company is not only committed to the efficient and effective creation of value, but also knows how to do it.

Please contact Dr. Nancy Parenteau (866-722-0474, ext.2) to schedule an introductory consult. Learn more at www.parenteaubc.com. To learn more about BioRankings LLC visit: www.biorankings.com.

