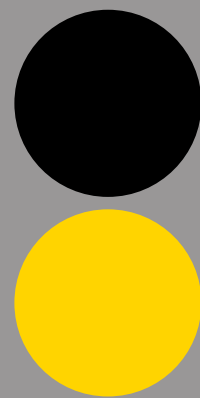




GENE-EDITING PLATFORM (PRE-SEED)

→ 2 LOI REQUESTS IN 8 WEEKS



Snapshot

Before Catalyst

- Preclinical CRISPR-derived platform focused on drug resistance and TB / high-risk respiratory pathogens.
- Strong science, validated in vitro.
- Fundraising conversations kept stalling at:
“Who pays you first, and why are they urgent right now?”
- Internally, the team could not agree if the first paying buyer was an NGO, an academic TB lab, or a pharma group.

After Catalyst

- First paying wedge locked.
- A 6–8 week pilot offer packaged and priced.
- Two mid-size biopharma innovation leaders requested LOI drafts to circulate internally.
- Team left with a 30-day GTM plan (owners, KPI) and a “do not do” list to kill distraction.

Before→ After

| Dimension | Before Catalyst | After Catalyst |
|--------------------|--|--|
| First paying buyer | “NGO? Academic lab? Pharma? We’re not sure.” | Mid-size biopharma translational / external innovation leads |
| Why they buy now | “TB matters long term” | “We’re under pressure to show motion in TB / drug-resistant respiratory, but can’t spin up in-house biology right now.” |
| Story / narrative | Science-forward (“CRISPR platform for TB”) | Business-forward (“Stand up a credible TB resistance discovery capability in weeks – without adding internal headcount.”) |
| Proof of demand | Advisor validation | Founder-led outreach → 48 targeted touches → 8 decision-level replies → 4 pricing/scope calls → 2 LOI draft requests |
| Sellable thing | “We are a platform” (broad) | 6–8 week externalized resistance-mapping pilot with a defined outcome, price anchor, and owner |
| Next 30 days | Fuzzy | 3 GTM moves, each with an owner, plus KPI |

3. Wedge Scoring (who’s our first payer)

In Catalyst we don’t just “pick a market.” We score the realistic wedges and force a call.

We evaluated 3 possible first wedges:

1. Academic / BSL-3 TB labs
2. Global health / NGO TB programs
3. Mid-size biopharma translational / external innovation teams

We scored each wedge on 5 factors:

- **Urgency (do they feel heat now?)**
- **Budget owner clarity (can one person move money, or is it political?)**
- **Ease to access (can we get them on calls fast?)**
- **Strategic fit (does winning here strengthen the core story?)**
- **Upside (is there real commercial upside near-term?)**

| Wedge | Urgency | Budget Owner Clarity | Ease to Access | Strategic Fit | Upside | Total (25) |
|--|---------|----------------------|----------------|---------------|--------|------------|
| Mid-size biopharma (Translational / External Innovation) | 5 | 5 | 4 | 4 | 4 | 22 |
| Academic TB / resistance labs | 3 | 2 | 4 | 4 | 3 | 16 |
| Academic TB / resistance labs | 3 | 2 | 4 | 4 | 3 | 16 |

Call we made:

We lead with mid-size biopharma translational / external innovation leads because:

- “They’re under internal pressure to “show motion in TB / drug-resistant respiratory pathogens.”
- They can’t justify spinning up internal biology for it yet.
- They have discretionary pilot budget to outsource capability.

4.Demand Signal (weeks 4–7)

We didn’t just theorize. We ran **3 targeted demand tests** with real buyers.

| Test | Positioning we used | Audience | Signal we watched | Result |
|------|--|--|--|--|
| A | “Faster resistance insight for high-risk TB strains without waiting on internal queue.” | Academic / translational TB labs | Will they take a call? | Strong scientific interest, but funding = grant cycles, slow to cash. |
| B | “Externalized ‘quick-turn’ TB resistance discovery you can show your leadership — without spinning up internal biology.” | Mid-size biopharma translational / external innovation | Will they talk pilot scope, pricing, and ‘can we float this internally?’ | Best pull. 2 LOI draft requests. 4 pricing/scope calls. |
| C | “Decision support to prioritize which TB programs get resources next.” | Global health / NGO TB programs | Will they commit this quarter? | “This matters,” but procurement is slow / political. Good for later credibility, not first revenue |

Mini demand dashboard (founder-led outbound, no ads)

- 48 targeted outreach touches
- 8 decision-level replies
- 4 pilot scope / pricing calls
- 2 LOI draft requests (“Send something I can float internally”)
- Source: founder + warm intros + advisor network. Zero paid spend.

5.“Why now / why you” story

This was the line we armed the founder with. It replaced the dense science pitch.

“We let you stand up a credible TB resistance discovery capability in weeks — without distracting your internal pipeline team or adding biology headcount.”

Translation:

- We make you look like you’ve already started on TB / resistant respiratory.

- You don't have to build the unit internally yet.
- You can take this upstairs and say "we're on it."

This is the line an External Innovation Director can repeat to a VP, a COO, or in a seed check conversation.

6. Pilot Offer (what we actually packaged and sold)

Catalyst turned "we are a platform" into a scoped, sellable 6–8 week pilot.

| Element | What it looks like |
|---------------------|---|
| Engagement format | 6–8 week externalized TB resistance-mapping sprint |
| Outcome we promise | Prioritized resistance signals + decision brief they can use internally ("Here's where to lean in first") |
| Artifacts delivered | Prioritized resistance signals + decision brief they can use internally ("Here's where to lean in first") |
| Positioning | "We make you look like you've moved on TB, without spinning up in-house biology." |
| Commercial model | Early pilot rate with clear scope (not open-ended consulting) |
| Risk Control | 2-week checkpoint (GO / PIVOT / KILL) if inputs stall, so buyer feels safe signing |

7. Live Pipeline at End of Catalyst

We don't promise "interest," we promise movement.

| Org type | Org type | Intent Signal | Status at end of sprint |
|--------------------|-------------------------------|--|-------------------------|
| Mid-size biopharma | Director, External Innovation | “Send LOI draft + 6–8 week scope. I’ll float this internally.” | LOI draft requested |
| Mid-size biopharma | VP, Translational Discovery | “Send LOI draft + 6–8 week scope. I’ll float this internally.” | LOI draft requested |

8. 30-day GTM Plan (what happens next)

This is the “Decision Day” moment. Founder walked out with this and nothing else mattered.

| S.no | Next 30-day move | Owner | Success target |
|------|--|---------------------------|---|
| 1 | Finalize scope and pricing with the two highest-intent biopharma leads and send LOI drafts | CEO | 2 LOIs sent; 1 internally approved |
| 2 | Ship 1-page pilot explainer using the “why now / why you” story for biopharma innovation leads to circulate internally | Founder + Scientific Lead | 4 new decision-level calls booked |
| 3 | Ship 1-page pilot explainer using the “why now / why you” story for biopharma innovation leads to circulate internally | Founder | Add 2 more qualified pilot opps to pipeline |

30-day KPI:

- 1 internally greenlit LOI

- **2 additional qualified pilot opps added**

We are NOT doing:

- **✗** Chasing global health / NGO procurement this quarter
- **✗** Leading with “we’re a broad platform for any pathogen” in first contact
- **✗** Pitching academic-style collaboration language first (“let’s co-publish”) because it derails into slow grants, not near-term paid pilots

9. Where they landed

By the end of Catalyst:

- **They could answer, with a straight face:**
“Who pays us first?”
→ **Mid-size biopharma translational / external innovation leads under pressure to “show motion in TB / resistant respiratory” without spinning up internal biology.**
- **They had a pilot product:**
→ **6–8 week resistance-mapping sprint with a defined output and founder-led delivery.**
- **They had investor language:**
→ **“We already have two innovation teams asking for LOI drafts so they can move budget internally. Here’s the exact first use case. Here’s why it’s urgent for them in this quarter.”**
- **They had a 30-day GTM with owners, KPI, and a kill list of distractions.**

That is Catalyst.

[Request Catalyst Slot →](#)

You’ll answer a short form (who you’re building for, where you’re stuck, and whether you’re raising vs lining up pilots/customers first).

If we are confident we can land buyer / story / plan for you inside the sprint, we will send payment details and lock your window.

If not, we will tell you directly.

Contact Information

For any questions or clarifications, please reach out to:

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