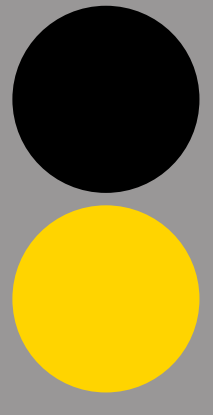




CATALYST



Overview

Catalyst is an **8–12 week sprint** for science-led / healthtech / biotech / AI-health / digital health / product-led teams that are about to pitch, raise, or lock pilots — and still don't have absolute conviction on “who pays first,” “why now,” and “what we're saying.”

This is not an agency. No ads management. No outsourced SDR.
Catalyst sits upstream of execution.

The purpose is simple: we turn your technical promise into a single, investor-ready commercial wedge with real demand signal behind it — before you start spending.

By the end of Catalyst you stop saying “we're exploring 3 markets” and start saying “we're going to market with this wedge, for this buyer, with this story, starting next month.”

Who is it for

Catalyst is built for teams who are:

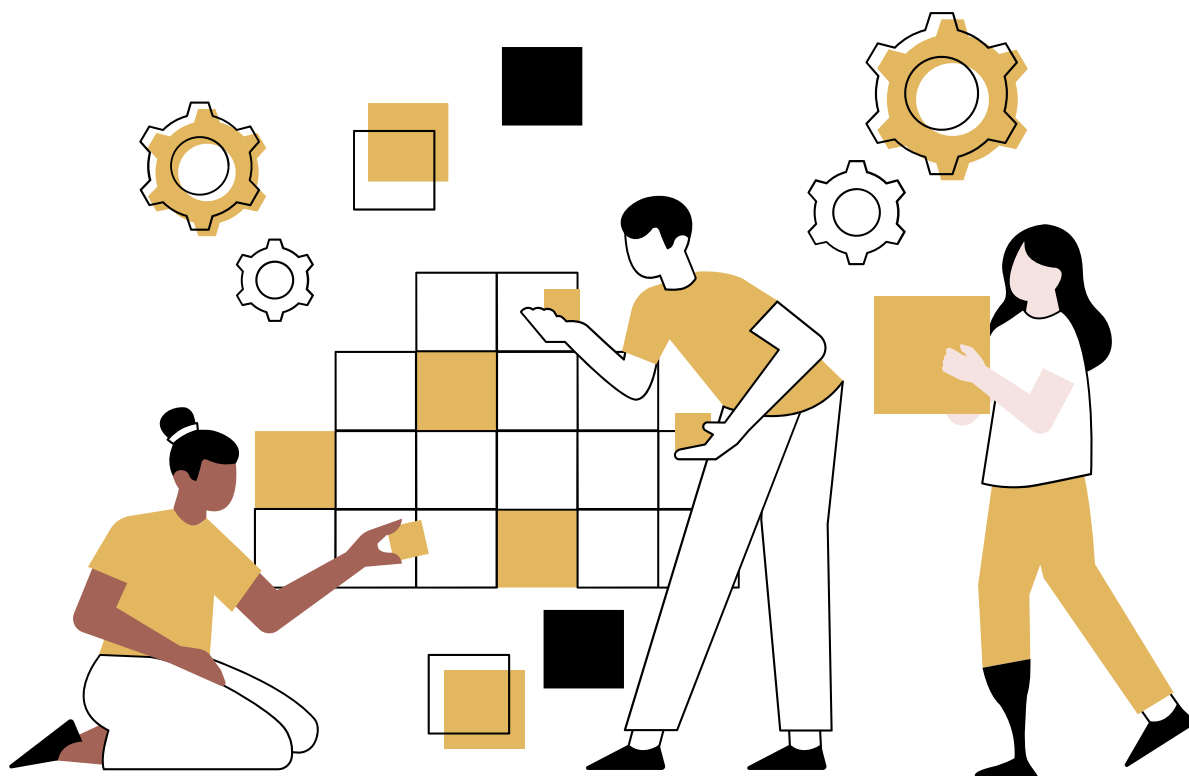
- Pre-revenue / pre-pilot / pre-clinical and under pressure to prove commercial viability.
- Preparing to raise (pre-seed / seed / bridge) and need a believable “why now / why us” story.
- Sitting on 2–3 use cases / ICPs and unsure which one actually moves first.
- Getting polite interest from advisors / clinicians / partners but no one is clearly buying yet.
- Burning time on messaging debates, not getting real market signal.

Typical titles: Founder / CEO, Head of Product, Commercial Lead, Clinical Founder, Head of Strategy, Pre-sales / Partnerships.

What You Get

- First paying buyer: who will actually say yes first, and why they're urgent now
- “Why now / why you”: the story you take to investors, pilot partners, and internal stakeholders
- Proof of demand: real signals from the market (sign-ups, booked calls, intent)

- Your next 30 days: the top 3 GTM plays to run next and what NOT to waste time on



The Process Spine

Catalyst is structured. We're not "doing strategy calls." We're driving to a single go-to-market decision.

Week 0 — Plot-My-Breakthrough

We map your 2–3 possible markets / ICPs and define what "a win in 8–12 weeks" has to look like for you (fundraising story, pilot signup, internal go/no-go, etc.).

Weeks 1–3 — Voice of Buyer / Jobs-to-Be-Done Interviews

We talk directly to the people who feel the pain and the people who control budget.

We extract:

- What triggers "we need to fix this now,"
- What they're doing today as a workaround,
- What they'd pay for immediately,
- What stops them from buying.

This is how we identify who's truly urgent.

Week 3 — Wedge Scoring & Choice

We score each possible wedge (market pull, urgency, ease to sell into, differentiation, \$\$\$ potential).

Anything that scores high becomes the first commercial wedge.

This kills "we're selling to everyone" and replaces it with "we're going here first."

Weeks 4–7 — Demand Signal Experiments

We pressure-test that wedge in the real world with lightweight demand tests:

- Focused positioning and offer
 - A simple landing / waitlist / request-access capture
 - Messaging variants
 - Targeted outreach / traffic
- We're looking for real hand-raises ("I want this" / "Book me in").

Week 8 — Decision Day Roundtable

We sit founder + product + commercial down and lock the go-to-market plan:

- Buyer we're leading with
- The promise / message we're taking to market
- Pricing direction
- Top channels / plays to run in the next 30 days
- What we're *not* doing anymore

Optional Weeks 9–12 (Rapid Validation Loop): we tighten the winning wedge, sharpen messaging, retarget warm leads, and gather numbers you can walk into investor / partner calls with.

The point of Catalyst is not research. The point is a decision and a plan you're confident to run.

Buyer Interview	Wedge Selection	Demand Test	Decision Day
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Core Deliverables You Walk Away With

You don't just get "advice." You leave with assets you can put in front of investors, boards, pilot partners, and your own team:

1. Trend Pulse Brief

Your "why now" timing case — the external pressure in the market that makes this urgent and believable.

2. Voice-of-Buyer / JTBD Insight Pack

Direct quotes and decision triggers from the people who feel the pain and/or fund the solution. This becomes your fundraising language and landing page copy.

3. Opportunity Canvas Pack

Side-by-side breakdown of your possible wedges, each scored for urgency, ease, and upside. This is where we prove which wedge to lead with — and why.

4. Competitive Teardown

How the status quo is solving (or failing to solve) the same job today, where competitors are weak, and where you can punch through first.

5. Demand Signal Snapshot

Landing-page / outreach / early traffic test results: who clicked, who opted in, who asked for access, cost per signal.

This is what you show investors or pilot partners as "early pull from the market."

6. Decision Day Scorecard

One-page Go / Pivot / Kill summary:

- “This is the buyer we are going after first.”
- “This is the message we are leading with.”
- “This is what we are not doing.”

This becomes internal alignment.

7. 30-Day GTM Navigator

Your top 3 GTM plays to run immediately, in plain language:

- Who to reach first
- What to say
- What to offer
- What not to burn cycles on

This is the “do this Monday” plan.

CATALYST DECISION SNAPSHOT

CHOSEN WEDGE

Caregivers preventing falls at home

Decision: GO

Why this wedge wins

Fastest path to paid. Clearest fear ('I'm scared they'll fall when I'm not there').
Zero procurement friction
Score: 22 / 25 priority rating

What we're saying in market

“We help you prevent catastrophic falls before they happen -- without waiting 3 months for a neuro appointment.”
This is the 'why now / why you', story we take to investors, pilots, internal stakeholders

Next 30 Days

1. Reach out to 15 caregivers who opted in and book 'fall risk audit' calls
– Owner: Founder
2. Ship **single**-page landing + early access waitlist for caregivers –
Owner: Product + Growth
3. Record 2-min founder explainer video for caregiver outreach
Owner: Founder

We are NOT doing

- ✗ NOT chasing insurer pilots this quarter
- ✗ NOT building clinician dashboard yet

30-day KPI we're holding ourselves to

10 caregiver calls booked
5 “ready to pay when live” statements

How the Sprint Is Run / Engagement Guidelines

This is how we work together so it actually moves:

- **One team at a time.**

Catalyst is not run in parallel for 4 clients. You get a dedicated sprint window.

- **Founder / Product / Commercial are in the loop.**

This only works if the people who own science, build, and sell agree to focus.

Catalyst is designed to force that alignment.

- **Not an agency.**

I am not here to take over your marketing.

I sit upstream of execution so you don't waste 3 months and 30k chasing the wrong buyer with the wrong story.

- **Evidence over opinions.**

We prioritize what real buyers said, what they clicked on, and what they asked for — not what anyone in the room “likes.”

- **We ship a decision, not an endless deck.**

By the end, we lock the wedge, story, and first 30 days. Ambiguity is not an acceptable outcome.

- **Upfront payment secures the sprint window.**

I only block one Catalyst sprint at a time. Your slot is yours once payment clears.

Demand Signal

Landing visits

480

Early access requests

64

Conversion rate

13,3%

Booked pilot conversations

4

Sign-ups (7 days)



This is week-one signal. No ads. No agency.
Just clarity of wedge + message

Inbound Interest

Can we pilot this in November?
Our falls prevention team is stretched,

– Clinical Ops Lead

High intent

When can we get early access?
We have 12 high-risk patients right now.

– Care Manager

High intent

Can you send pricing?
We've been trying to solve this manually.

– Caregiver / Family

High intent

Next Step

If you're raising, lining up pilots, or about to "go to market" and you're still fuzzy on buyer/message/first move — Catalyst is that clarity pass.

[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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