

# POWERFUL IDEAS WITH IMPACT



Agriculture and Crop Biologicals

Animal and Food Nutrition


Renewable Chemicals, Materials and Fuels

and other biotechnology-driven markets

**We recognize successful commercialization in biotechnology-driven markets requires you to move mountains. At Strategic Avalanche, moving mountains is our specialty. From company strategy through product launch, we provide powerful solutions for an avalanche of success.**

Strategic Avalanche helps global partners achieve success by

- Bridging the gap between emerging, cutting-edge and large multi-national companies
- Combining life science and commercial knowledge in an industry experienced team
- Leveraging global network to enrich client deliverables with first-hand insights via primary research
- Creating unique branding and marketing initiatives that rise above the sea of sameness



**“People do not decide to become extraordinary. They decide to accomplish extraordinary things.”**

**- Sir Edmund Hilary**

# Strategy & Innovation Services

## Strategy



- Platform technology
- New products & applications
- Differentiated go-to-market strategy
- New business models

## Innovation



- Ideation to commercialization
- Product launch
- Marketing & design
- Business roadmap & tactics

## Due Diligence



- Technical & commercial
- Competitive assessment
- Regulatory & supply chain
- Valuation & options

## Collaborations, Partnerships and M&A



- Emerging & multi-nationals
- Identify opportunities
- Connect companies
- Deals with win-win structures

## Unique Marketing & Branding Capabilities

MARKETING STRATEGY | BRANDING IDENTITY | WEBSITES | PRESENTATIONS  
ADVERTISEMENTS | BROCHURES | VIDEO ANIMATION | EXHIBITS | SOCIAL MEDIA

## Story Telling



Unique approach to **story telling** that starts with a blank canvas and then ties everything together with several options to clients

## Industry Experience



Biotech industry experience that can think strategically and guide the creative process from key overarching messages to specific brand positioning

## Testing



Ability to test messaging with industry stakeholders and end users

## Creative Design



Creative design experience in diverse industries to navigate around the **sea of sameness**