



LAB FELLOWS

DO MORE SCIENCE.



THE MESSAGE

Core Message:

Lab Fellows is a revolutionary life sciences platform and software that enables scientists to do more science by streamlining and supporting administrative lab work and management tasks.

Possible Slogan:

Lab Fellows: Do More Science

Message Cloud:

new, platform, software company, software company for life science, accelerating science, lab management software, seamless/streamlines administrative work, eliminates mundane tasks, flexibility, integrates workflows, best practices for operating labs, managing lab business and assets, what you need to run a lab, lab task management, saves time and money, helping those making the world a better place, lets scientists do science, pillar of change

THE AUDIENCES

Marketing Target Audiences (by priority):

Industries

- midsize biotech firms
- startups with funding
- group purchasing organizations (GPOs)
- experts/consultant groups
- lab suppliers

Individuals

- lab managers
- scientists
- finance/controller
- procurement/supply chain managers
- operations managers

Audience Cloud:

scientists, lab managers, biotech startups, universities, life science controllers/CFOs, procurement/supply chain, operations, facility management, lab teams, mid-size biotechs/life science, high-tech companies, engineering companies, agriculture, testing and standards, healthcare/hospitals, lab suppliers, service providers, experts/consultants, GPOs

Sub-Messages (by Audience):

For each of the following target audiences, use the quote and if asked, follow up message from the key.

<p>Scientists: “Lab Fellows is a life sciences platform that enables you to do more science by eliminating mundane lab administrative work and management tasks.” <i>If asked, follow up with: B, C or D</i></p>	<p>Finance/Controllers: “Lab Fellows is a platform and software company for operating labs that saves you time and money by eliminating unnecessary administrative work and management tasks.” <i>If asked, follow up with: C or D</i></p>	<p>Lab Managers, Supply Chain Manager, Operations Manager: “Lab Fellows is a platform that provides software for labs that enables you to share best practices and save time, while letting your scientists do more science.” <i>If asked, follow up with: A or C</i></p>	<p>Executives: “Lab Fellows is a life sciences platform and software for operating labs that allows your company to share best practices, save time and money and eliminate unnecessary administrative lab work, so your scientists can do more science.” <i>If asked, follow up with: A, C, or D.</i></p>
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Supporting Points Key:

- A. Best Practices & Business Intel: By hosting many life science companies on one platform, Lab Fellows serves as a resource for business intelligence and best practices.
- B. Integration: Labs are often managed by several disconnected systems, including Excel spreadsheets and accounting software, but Lab Fellows synchronizes and stores your information in all in one place.
- C. Save Time: Scientists often deal with 4 hours of administrative lab work per day, but with Lab Fellows the same work can take just 15 minutes.
- D. Save Money: Lab Fellows handles all of your lab management needs, so that valuable time is spent by your scientists doing lab work and research, not tracking down purchase orders and other administrative work.

Audience Comparables and Competition:

	Google Sheets	IT Consultant	Lab Fellows	Quartz/ Lab Cloud	SAP/ Oracle/ NetSuite
Cost	free	expensive	affordable	free	expensive
Experience	manual	customized	flexible	manual	dated
Capability	limited	comprehensive	comprehensive	limited	comprehensive
Lab Focus	generic	specialized	specialized	specialized	broad
Barriers for Scientists	none	high	low	low	very high
Barriers for Business	none	high	medium	medium	very high
Tech Support	none	excellent	good	below average	very high

THE LOOK

How you want to be perceived

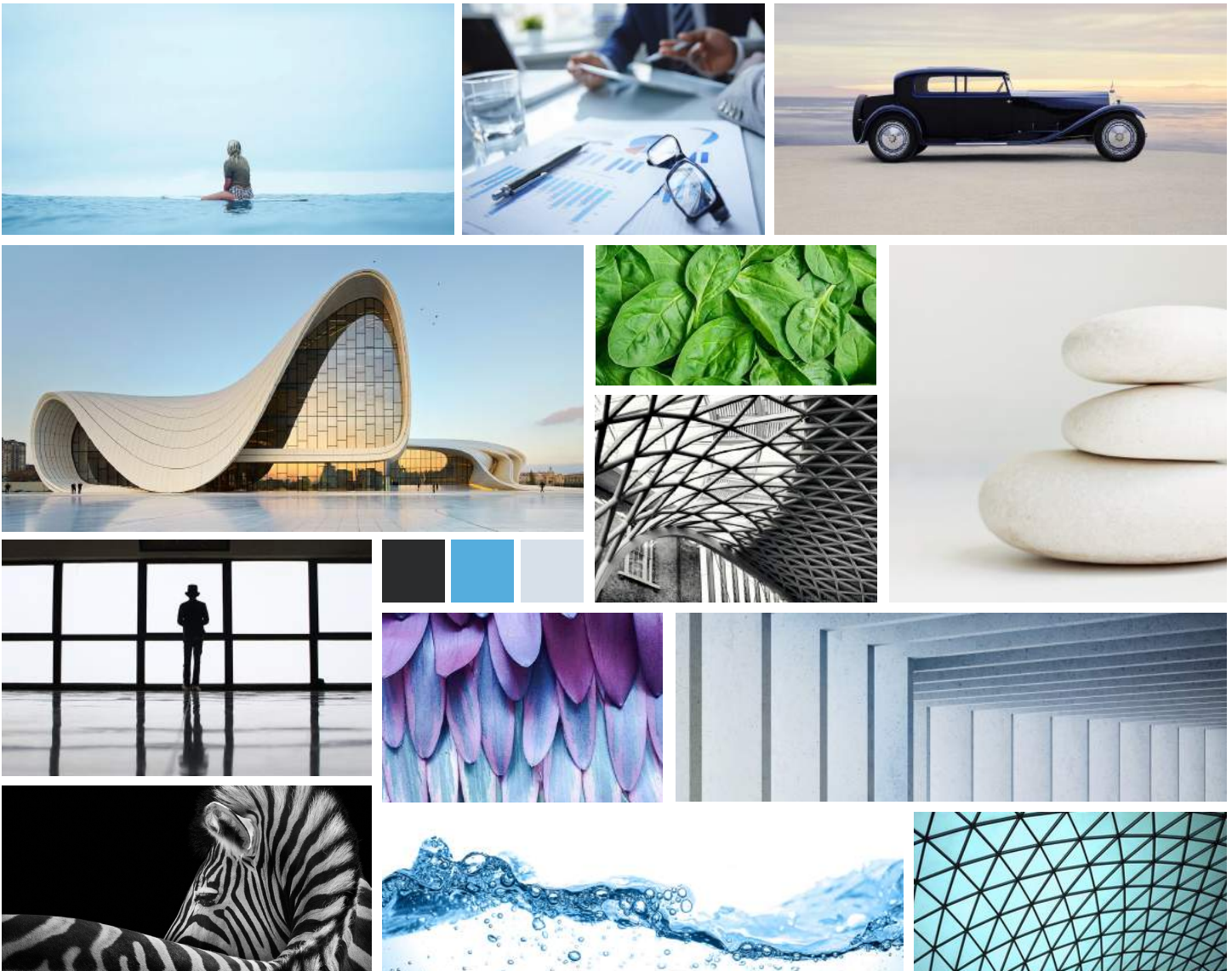
EFFICIENT	BALANCED	NATURAL
SIMPLISTIC	FUNCTIONAL	SOLID
DEPENDABLE	SUPPORTIVE	MULTI-FUNCTIONAL
TRUSTWORTHY	CLEAN	INVITING
ORGANIZED	MODERN	STRUCTURED
INNOVATIVE	COLLABORATIVE	INNOVATIVE

How you do not want to be perceived

CORPORATE	TACKY	DISORGANIZED
HELPLESS	GENERIC	UNSTABLE
DEPENDENT	OLD	EXCLUSIVE
UNFOCUSED	OVERWHELMING	DARK
WEAK	STAGED	OVERDONE
UNSTABLE	CLUTTERED	BUSY

INTUITIVE | POWERFUL | ELEGANT | FREEING | HARMONIOUS | PRECISE | INTEGRATIVE

Moodboard



THE MARKETING STRATEGY

Target Personas



Quote: “I love the art of negotiations. I volunteer for a suicide hotline and once talked a guy off a bridge”

Favorite Hobbies & Color: I collect pennies, found rare 1905 last year. Score! Love the color green.

Do you have Family? I live by myself with my cat, Fluffy. I enjoy cooking.

Personal Goals: I want to make the world more fair by helping the underprivileged.

Where do you Work? I am the Director of Procurement for GPO CA-Wide.

Job Goals: To make sure users utilize contracts we’ve negotiated hard on. And when they don’t understand why.

Job Challenges: Sometimes I’m the bad guy, making sure suppliers comply with contracts. It’s hard because we have a process, but not the tech to make our jobs easier.

Age & Education: 42; BA in Communications and have had 20+ years of experience as a buyer in Life Sciences



Quote: “I’m the kind of person who has to plan everything. Our fridge is covered with Honey-Do’s; Drives them nuts, but keeps me grounded with all the chaos.”

Favorite Hobbies & Color: I love to travel. My husband and I just came back from Bali; Love Blue.

Do you have Family? Married with husband, James, for 10 years. 2

Sons (Bryce 8 & Colm 6). We also have a family dog and we like to go to the park.

Personal Goals: I want to be a great mom to my boys.

Where do you Work? I am a controller for several portfolio companies in San Diego

Job Goals: Making sure our finances

are always in compliance with grant funders and investors.

Job Challenges: It is hard to do this without disrupting scientists. I need help streamlining accounting work flows. QBO doesn’t know that we’re funded and going more clinical.

Age & Education: 45; Master’s degree in accounting from Cal Poly.



Quote: “I care about my work and beer. Everything else I don’t have a strong opinion about”

Favorite Hobbies & Color: Trying craft beer and tinkering in my garage.

Do you have Family? I have wife, kids & a dog

Personal Goals: I want to make an

impact with my work.

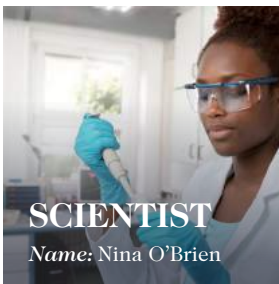
Where do you Work? I am a senior scientist at Sorta Newco Biotech in sunny San Diego

Job Goals: To continue to do my science, but also because I’m most senior in the group I help as a go-between for business folks and the

Lab to make sure scientists get what they need to continue their R&D.

Job Challenges: The biz guys are always adding bureaucracy. I just roll with it and keep things going.

Age & Education: 50; PhD from a small school and got a post-doc at UCSD.



Quote: “In God we trust, all others bring data.”

Favorite Hobbies & Color: I’m a hobbyist brewer; Cardinal

Do you have Family? Met husband in college during post-doc and we have a cat named Einstein.

Personal Goals: I want to cure metastatic breast cancer caused by an abnormality in the BRAC gene.

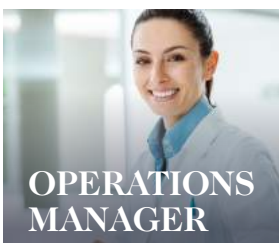
Where do you Work? I am a senior researcher at a mid-sized Biotech in San Diego

Job Goals: My team is treating the BRAC gene using acid purification to isolate any abnormalities and replacing with synthetic genes. My goal is getting analytics to prove what Biologists say is real.

Job Challenges: Analytics has a

small budget compared to others. Have to make sure analytics are not a bottleneck to the science and decision making.

Age & Education: 32; BS in chemistry from University of Wisconsin. My MS in organic chemistry from UMass-Amherst and PhD from Stanford where my thesis was on the effect of aluminum gas on lab mice



Quote: “I love improving processes that I see as inefficient and making people safer.”

Favorite Hobbies & Color: I love tinkering with new technologies and seeing how they work. I love the color orange.

Do you have Family? I’m married with 2 kids, they’re a handful.

Personal Goals: To live as sustainable and fulfilling a life as possible.

Where do you Work? I am a facilities manager for a large biotech in San Diego

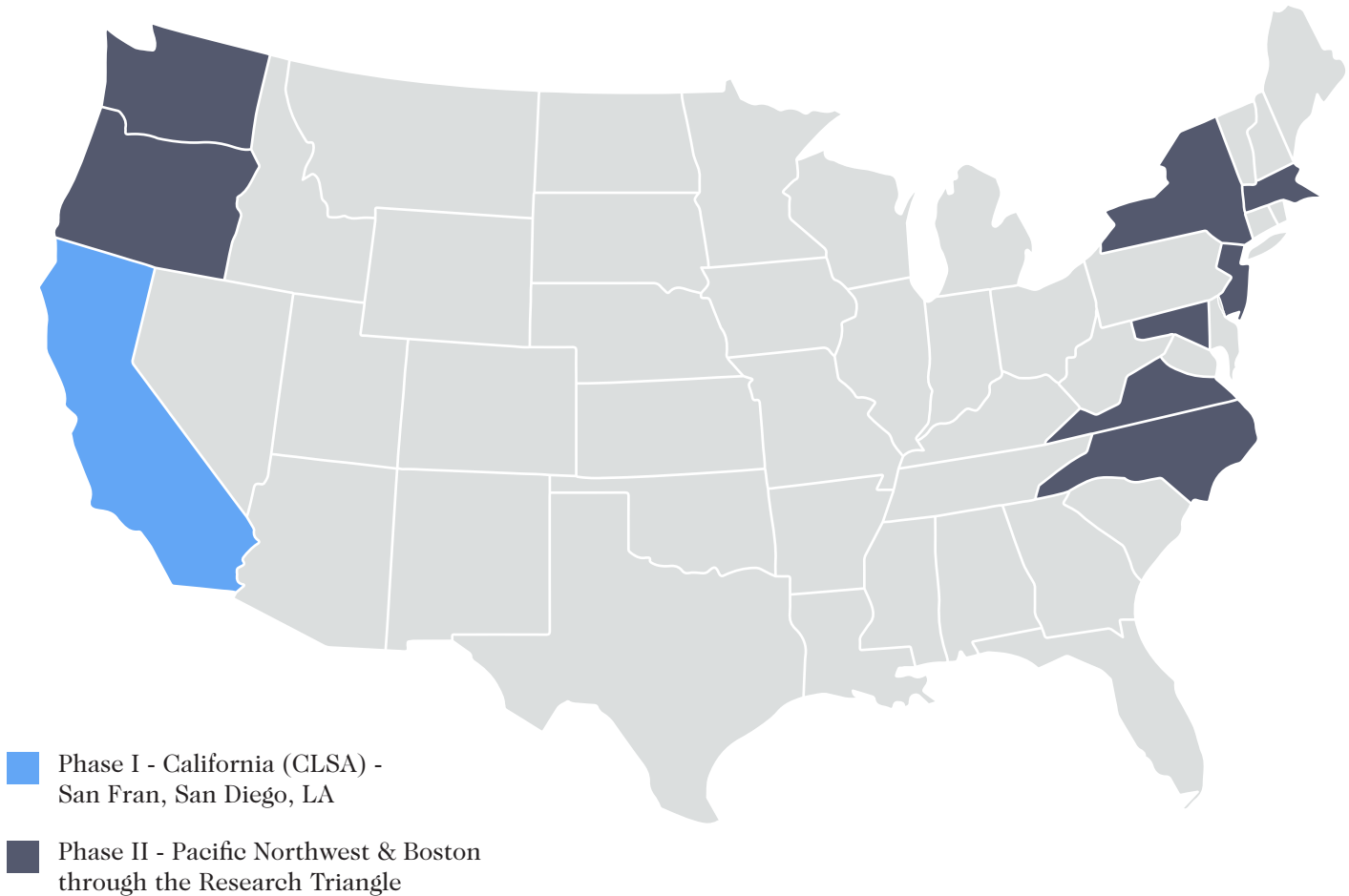
Job Goals: My job goals are to keep the facility operational & compliant with Federal, State &

City Requirements.

Job Challenges: It’s very difficult to keep all the needs organized and to get people to give me the info. I need.

Age & Education: 38; I hold a Masters in Biology w/minor in facilities management.

Target Audience by Location



Target Audience by Business

BioMarin	Nekar Therapeutics	Intrexon	Fate Therapeutics	Bluebird	GI Therapeutics
<p>Year Founded: 1997</p> <p>Revenues: ~\$890 Million</p> <p># of Employees: ~2500</p> <p>Novato, CA</p> <p>Organic Search: 17,700</p> <p>Social: LinkedIn, Facebook</p>	<p>Year Founded: 1990</p> <p>Revenues: ~ \$160 Million</p> <p># of Employees: 500</p> <p>San Francisco, CA</p> <p>Organic Search: 7,200</p> <p>Social: LinkedIn, Twitter</p>	<p>Year Founded: 1998</p> <p>Revenues: ~ \$200 Million</p> <p># of Employees: 832</p> <p>Germantown, MD</p> <p>Organic Search: 14,900</p> <p>Social: LinkedIn, Twitter, Facebook</p>	<p>Year Founded: 2007</p> <p>Revenues: ~ \$5 Million</p> <p># of Employees: 66</p> <p>La Jolla, CA</p> <p>Organic Search: 2,300</p> <p>Social: LinkedIn</p>	<p>Year Founded: 1992</p> <p>Revenues: ~ \$1.2 Billion</p> <p># of Employees: 418</p> <p>Cambridge, MA</p> <p>Organic Search: 12,500</p> <p>Social: Twitter (Main), LinkedIn</p>	<p>Year Founded: 2008</p> <p>Revenues: No reported revenues, IPO Filing (2017)</p> <p># of Employees: 38</p> <p>Research Triangle Park, NC</p> <p>Organic Search: 37</p> <p>Social: LinkedIn</p>



COMMUNICATIONS CHANNELS

Primary

- Website
- Affiliate Marketing/Sponsorship
- Discount/Rewards Program (CLSA)
- Conferences/Networking Events

Secondary

- Social (Twitter, Linked primary)
- SEO/SEM/Re-Targeting
- Influencer Outreach
- PR Stunts

CONTENT BUCKETS

Key Descriptors

- Establishing Credibility
- Simplifying Administrative Process
- Building Awareness/Buzz
- Supporting Management
- Discount/Rewards Program (CLSA)
- Conferences/Networking Events

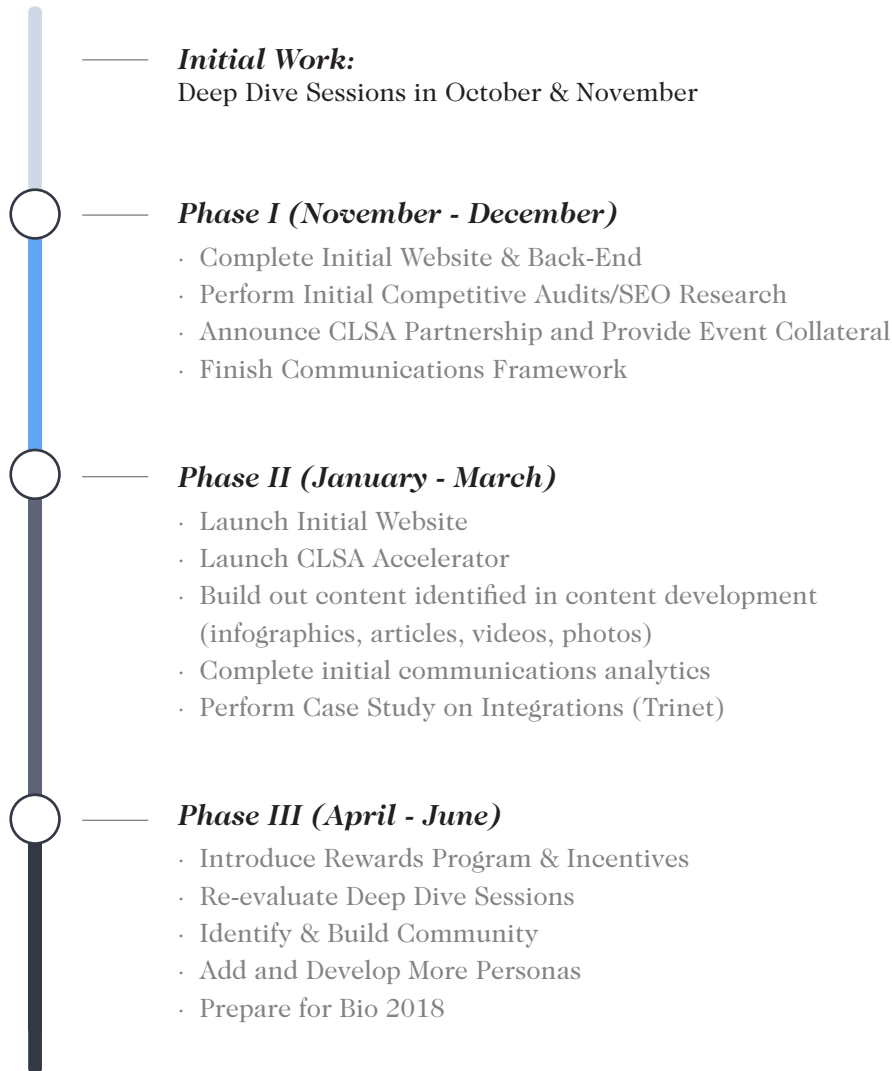
Content Vehicles:

- Lunch & Learns
- Advertorials
- Webinars
- Talks
- Infographics
- Knowledge Center
- Guest Posts
- Real World Case Studies
- Best Practices

Communications Channels & Content Cloud:

White Papers, Billboards, Newsletter, Video Series, Tumblr, Sponsorships, Giveaways/Promotions, Trade Shows, Podcasts, Blogging, Media Interviews, Free Consultations, Live Chat, Facebook, TV Ads, Radio Ads, Mailers, Webinars, Youtube, Hosting Events, Content Marketing, Digital Banners & Signage, Kiosks, NFC, Paid Placements, Report Sponsorship, Celebrities, Partner Sales, Pop Up Stores, Telesales, Mailers, Snapchat, Yelp

THE TIMELINE



KEY PERFORMANCE INDICATORS

How we measure success?

CLSA Related	Core Lab Fellows
<ul style="list-style-type: none">· 35% conversion of CLSA Members· Measure GPO Utilization Rate· Number of Vendor Account Set-ups· Spend/Volume in Portfolio (CLSA vs. Non-CLSA Portfolio)	<ul style="list-style-type: none">· Website Hits/Conversion Rates· Growth Metrics for next investor round· Double digit growth on sign-ups· From 30 customers to 300 in 2018 to 3000 in 2019