

Highlights – Q1 2022

We are pleased to share FSI's highlights, summarizing examples of recent client engagements. We appreciate your continued interest and support.

Prostate Cancer

Proposed several clinical development options for a novel prostate cancer drug in Phase 1 development based on extensive secondary analysis and in-depth interviews with prostate focused KOLs in medical oncology; developed multiple risk-adjusted NPV models with sensitivity analysis to help client decide optimal development strategy and provided valuation analysis to support partnering discussions

Intraoperative Diagnostics

Identified distribution partners to augment small field sales force of emerging medtech company, interviewed proprietors, prioritized and recommended most relevant ones and made introductions; client's goal was to establish a network of sophisticated channel partners that would not encumber a potential strategic exit

Clinical Research Organization

Provided strategic sales support for a leading Clinical Research Organization (CRO) regarding a specific prospect; included a deep dive analysis into the prospect's pipeline, clinical trials by phase & therapeutic area, stated strategic objectives, R&D spend across phases & therapeutic areas, and patent cliff issues; compared this analysis to FSI benchmarks across its peer group of pharmaceutical companies; collaborated with operational leaders to develop a creative approach to driving success; worked with the sales leaders to create clear and impactful messaging for the prospect

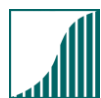
Renal Replacement Therapy

Conducted Voice of Customer research with ICU nurse-managers, nephrologists and device integration staff to gather inputs for next generation renal replacement therapy system for ICU; discussed necessity and range of settings/options for numerous features in context of current practice

Medical Device Reprocessing

Performed a market assessment of the future growth of reprocessed advanced surgical tools which saw an increase in usage during the pandemic; identified short-term and long-term trends, forecasted likelihood of continued and increased usage, and likely profiles of champions for use versus those who would continue to push against the adoption among both surgeons and administrators by type of role and specialty





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Trigeminal Neuralgia

Evaluated commercial attractiveness of an early-stage drug–device combination product for trigeminal neuralgia based on a structured framework including impact on disease state, market potential, competitive dynamics, and future expansion potential; findings helped inform executive decision-making around continued investment in product development and prioritization relative to other product candidates in the company’s portfolio.

Clinical Research Organization

Assisted a leading CRO with developing a strategy for growing business with potential clients headquartered in two APAC countries; developed a market estimate for clinical trials conducted by target companies in APAC, North America, and Europe; characterized their trial pipelines by phase, therapeutic area, enrollment, and trial durations; reviewed key prospects and their proven appetite to launch trials outside of their country in the US or EU, highlighted their commercial success, their commercial strategy in the EU and US, and their preferences with regards to CRO selection; reviewed prospects’ marketing materials in the native language to uncover strategic focus or changes in approach; analyzed the financial strength of key customer prospects and the strategic fit for our client; created a prioritization framework and provided a prioritized list of sales targets for our client’s sales force.

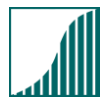
Innovation Banking

Created a Growth Action Plan for our client to optimize their position in innovation banking targeting customers in emerging life sciences and technology companies and their investors; built on extensive analysis that clarified our client’s unique value proposition in the market, the minimum product & service requirements to incent purchase and the key differentiators at the segment level to drive growth; deliverables included a prioritized target list across segments, a framework for prioritizing segments & prospects of highest value, a detailed growth model with sensitivity analysis to highlight areas of highest importance, and a plan to invest in talent & technology in those highest importance areas to efficiently drive growth.

Intraoperative Diagnostics

Developed a market size estimate and identified comparable licensing models for an emerging company with solutions for real-time measurement and visualization of blood flow and tissue perfusion in support of fundraising efforts; collaborated to identify procedures where the technology could provide clinical benefit; developed model of market size based on procedure volumes and potential pricing; evaluated pricing and applications for indocyanine green (ICG) solutions (a prior generation solution); identified and analyzed licensing models from multiple comparable solutions (embedded software and integrated hardware for medical diagnostics or intraoperative imaging).





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Neurosurgical Devices

Assisted a neurosurgical devices vendor with strategic planning through extensive modeling of procedure volumes; collaborated with client to identify target procedures; identified CPT and ICD-10 codes for each; modeled inpatient, operation, and surgical procedure volumes and growth both overall and by type of surgery

Electric Vehicle Charging Infrastructure

Assisted engineering, procurement, and construction services provider with identifying potential acquisition targets; focus on US-based companies providing engineering and installation services for electric vehicle charging stations in commercial sites and for fleet operators; developed profile information for potential targets to assist with prioritization



FSI is a Boston-based healthcare and life sciences strategy consulting and advisory firm that helps clients grow with rigorous analysis and tactical growth action plans.

- FSI's approach leverages experienced senior leaders actively driving engagements
- We have broad and deep expertise in healthcare over nearly 40 years working with companies and investors on growth strategy, business planning and investment diligence

Serving Clients Across Healthcare & Technology



**MedTech &
Med Supply**



**Biopharma
& CRO**



**Diagnostics &
Life Science Tools**



**HealthTech
Digital Health**



**Healthcare
Services**



**Transactions &
Due Diligence**

Driving Significant Client Growth

- Growth Strategy & Business Planning
- Market Assessment
- Strategic Positioning & Value Proposition
- Technology Commercialization & Go-to-Market Strategy
- M&A Opportunity Landscape
- Commercial Due Diligence
- Strategic Valuation
- Partnering & Funding Strategy and Transaction Execution

Leading with Experience



JOHN FLETCHER
Managing Partner Emeritus
rjf@fletcherspaght.com



RENARD CHARITY
Managing Partner
rc@fletcherspaght.com



LISA GRANICK
Partner
lgranick@fletcherspaght.com



BARBARA GUIDI KOHLER
Partner
bgk@fletcherspaght.com



BILL SIGONA
Partner
sigona@fletcherspaght.com



PETER LOW
Senior Vice President
peterlow@fletcherspaght.com

Securities transactions conducted through Tangent Capital Partners, LLC., member FINRA and SIPC.