

PROJECTS

MEDIUM-SIZE NON-PROFIT

RESULTS

PARTICIPATION IN A \$90 MILLION CONTRACT
SEVERAL SMALLER REVENUE CONTRACTS

BACKGROUND:

This medium sized non-profit organization is dedicated to understanding the causes of cancer, preventing cancer through population-based research and community education; and improving the quality of life for those living with cancer. Its' three main activities are:

- Collect data and manage a comprehensive database of all cancer patients throughout a large region. This activity is paid for by state and federal grants
- Its' baker's dozen doctorate-level scientists conduct epidemiological research studies for NIH, NCI, and other governmental organizations
- Community Education Programs provide seminars and conferences for patients and families, the public and health providers, along with educational publications and websites

PROBLEM:

This organization receives over 95% of its revenues from governmental sources. With a predicted reduction of governmental funding for research programs through NIH, NCI, and other governmental agencies, the organization faced a potentially drastic decline in revenues. Such a precipitous decline in revenue would jeopardize its' ability to achieve its mission.

SOLUTION:

Mr. Barañano led a consulting team to analyze options available to the organization. Mr. Barañano conducted extensive interviews with senior-level management, board members, and research collaborators to determine the areas of core competence in the organization. Through its cancer registry operations, the organization had developed significant expertise in tracking patients over long periods and through diverse geographies together with database design and management. Its' stable of epidemiologists were well known for their epidemiological research studies; and, their small community development group had built a reputation locally for creating quality community-based educational programs and materials targeted at underutilized populations.

The consulting team targeted organizations with complementary needs in these areas – pharmaceutical companies, biotechnology companies, insurance

PROJECTS

companies, and contract research organizations. Using his extensive network, Mr. Barañano explored opportunities with all major pharmaceutical companies, both those based in the United States and those based in Europe; insurance companies; and, contract research organizations.

The positive reaction to initial inquiries from these companies led the consulting team to recommend the organization explore these new revenue opportunities and sell its specialized services to companies in the health care field.

RESULTS:

The consulting team presented its recommendations to the Board of Directors. The Board accepted the recommendations and retained The RevLaunch Company to execute the plan.

Within six months, RevLaunch had:

1. Interviewed all its' research scientists to uncover research needs and personal goals
2. Developed a value proposition statement for the organization and tested it with its proprietary Diagnostic-Sales process. The final value proposition statement clearly resonated with prospects
3. Developed the first comprehensive marketing piece for the organization
4. Through his own contacts, the RevLaunch principal had identified and contacted key individuals in over 75 prospect companies
5. Personally made over 50 presentations to decision makers and influencers

In the subsequent three quarters of a year, RevLaunch closed five contracts with major pharmaceutical, biotechnology, and contract research organizations, several generated profitable revenue for the organization.

In addition, this organization won participation in a very large multi-year contract worth up to a maximum of \$90 million.