

# Delivered 16x sales leads, 3x sales revenue pipeline

with machine learning visual inspection system for Pharma and FMCG industries.

[www.readysetbold.com](http://www.readysetbold.com)

## COMPANY BIO

This Client specializes in resolving complex manufacturing challenges through advanced **computer vision** and **machine learning** techniques that significantly enhances industrial **quality inspection**, in the **Pharmaceutical and FMCG sectors**

## CHALLENGE

The client aimed to **scale their operations globally into Europe and USA**, transitioning from a reliance on external agencies to an in-house marketing team.

## GOAL

Build a **marketing strategy**, hire a team, drive lead generation and sales in the **European and US markets to achieve 35% growth YoY**.

## SOLUTION

Over 60 days, we established a **robust CRM**, **formulated customer journey maps**, and created a detailed content calendar, activated a hired marketing team. This strategic overhaul led to a surge in marketing leads from 5-10 per month to over 170, **tripled sales-qualified leads**, and significantly **expanded the sales revenue pipeline**.

A tailored **product positioning strategy** was developed for the food & beverage and pharma sectors, setting the client on a trajectory of triple digit growth vs. prior year.



## AT A GLANCE

### CHALLENGES

- Scale operations globally
- Build marketing competency
- Position to win in new markets

### IMPACT

"It would have taken us years to achieve what Ready Set Bold was able to help us deliver in 60 days!"

**Dr. A. Balikai**, CEO & Founder



## ARCHITA FRITZ

Founder, Ready Set Bold

"With over 19+ years of MedTech and Life Science experience leading engineering, quality management and marketing teams, Ready Set Bold helps organizations unlock profit with purpose."

# Strategy to multi product universe positions company for a 40% increase in revenue

and building out the first product marketing function with an E-clinical life science company

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## COMPANY BIO

The client is a leader in the e-clinical space offering an array of solutions for study **sponsors and CRO's** (Clinical Research Organizations).

## CHALLENGE

The current marketing team capability was limited to brand and growth marketing. There was **no competency** at the company with **product marketing**. There was a business imperative **to develop and implement a strategy** to move to a **multi product** universe.

## GOAL

Move to a **multi product universe** and establish a **product marketing function** while building **sales competency** for future product launches.

## SOLUTION

Over 6 months the Ready Set Bold team built and implemented the **pre commercialisation plan**. This included **voice of customer, market/competitor analysis, market sizing, positioning, value proposition development** and soft launch to the internal sales teams.

Furthermore, we built out the **product marketing** function and **recruited** the first product marketing leader.

This work will result in a **40% increase** in revenue to the overall portfolio.



## AT A GLANCE

### CHALLENGES

- Limited internal product marketing competency
- Single product universe
- Limited positioning understanding

### IMPACT

"The attention to detail, collaborative engagement of all stakeholders, and participative problem solving helped us far exceed expectations."

**P. Hughes**, Chief Commercial Officer



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Founder, Ready Set Bold

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# 2 day product marketing bootcamp with strategic plan - on track to deliver 2x revenue in 9 months

Partnered with a Venture Capital Partner to provide an intensive in person engagement

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## COMPANY BIO

The client is an **early stage venture fund** that focuses on **pre-seed & seed** investments. They are **industry agnostic** and focus on startups with differentiating value propositions, disruptive business models which have the potential to become national champions and/or **scale up** fast internationally.

## CHALLENGE

Three portfolio companies within the VC's portfolio were **struggling to clarify** their value proposition, **positioning** and steps to expand into **new markets**. The VC partner wanted to provide them with a framework so they can **2x their revenues** in 12 months.

## GOAL

Develop a 2 day product marketing bootcamp for **3 portfolio companies** so that they leave with a clear 6 - 12 month **strategic plan**.

## SOLUTION

Conducted a pre bootcamp assessment via an comprehensive questionnaire, had 2 x meetings with the founders of the **three portfolio companies**. One property tech, one influencer marketing, and one a AI transcription services company.

Shared a **product marketing framework** and simultaneously created a **strategy tailored** to each companies unique needs.



## AT A GLANCE CHALLENGES

- No product marketing competency
- Lacking clarity for positioning
- Lacking strategy to expand in new markets and drive growth

## IMPACT

"We came in with high expectations, you had high expectations and you delivered above and beyond all our expectations. We have clarity now!"

**A. Stoica-Marcu**, Co-Founder and CRO



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# Market research and digital marketing strategy implementation towards a \$564+ market opportunity

Partnered with a Med Device company that utilizes extended reality for pain management.

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## COMPANY BIO

A **healthcare technology** company based in the U.S that is harnessing the power of **Extended Reality** to provide treatment solutions for **pain management and physical rehabilitation**.

## CHALLENGE

Entering a new market, invested six figures in with **no outcomes** and **two defunct pre-pilots** of the device left them **disillusioned** with potential market opportunity. New market presented a significant opportunity but they were **unable to quantify or qualify it**.

## GOAL

Develop detailed market research, identify 5 initial pilot sites to identify Product Market Fit and kick off activities at 5 sites.

## SOLUTION

Over **four months** the team conducted **secondary and primary market** research in the new market. Utilizing best in class industry principles, presented a **detailed market research** report identifying a \$500M market.

Kicked off **new pilots, re started 2 older pilots** to identify product market fit. Furthermore, established a **digital marketing strategy** which will expand and **grow pilots to 15 accounts** with **first revenue generating client**.



## AT A GLANCE

### CHALLENGES

- Go/No go to enter new market
- Quality and qualify market opportunity
- Develop and implement digital strategy

### IMPACT

"The professional and deep understanding in presenting market learnings and ability to lead the team strategically helped us enter a new market!"

**S. Ralapalli**, CEO & Founder



## ARCHITA FRITZ

Founder, Ready Set Bold

"With over 19+ years of MedTech and Life Science experience leading engineering, quality management and marketing teams, Ready Set Bold helps organizations unlock profit with purpose."