

What does it take to convince an 'investor' – the SPP perspective

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**SPP**

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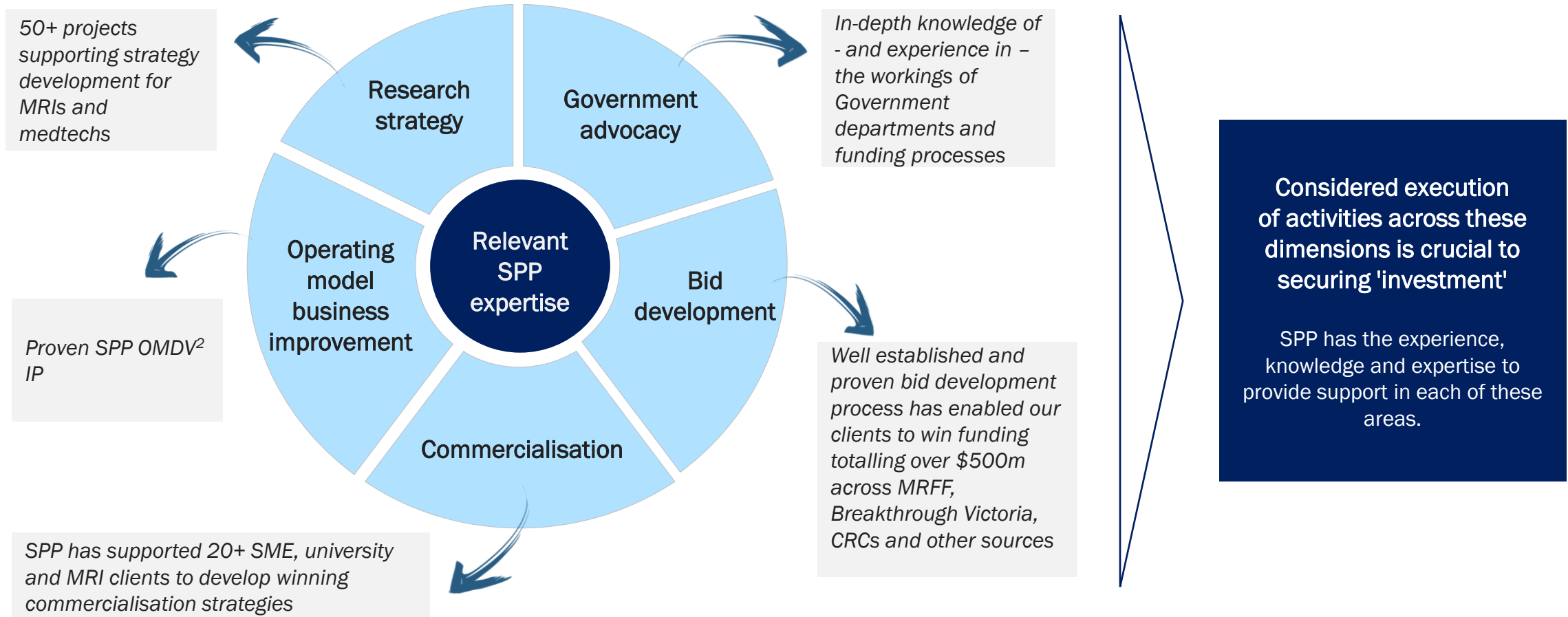
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# SPP is a high impact strategy consulting firm with proven experience delivering outcomes in the medical research and MedTech sectors



# SPP deploys capabilities that support organisations to successfully strategise, secure funding, and commercialise their work



## SPP is different from other firms because:

- Our team has a breadth of experience across the medical research and MedTech sectors
- We offer a modular and targeted project approach to meet your specific needs
- We have a strong focus and expertise in insight generation through direct engagement with stakeholders

# Case study: The Florey Institute - Australian Epilepsy Project

Project: Business plan for the Australian Epilepsy Project's (AEP) MRFF grant application

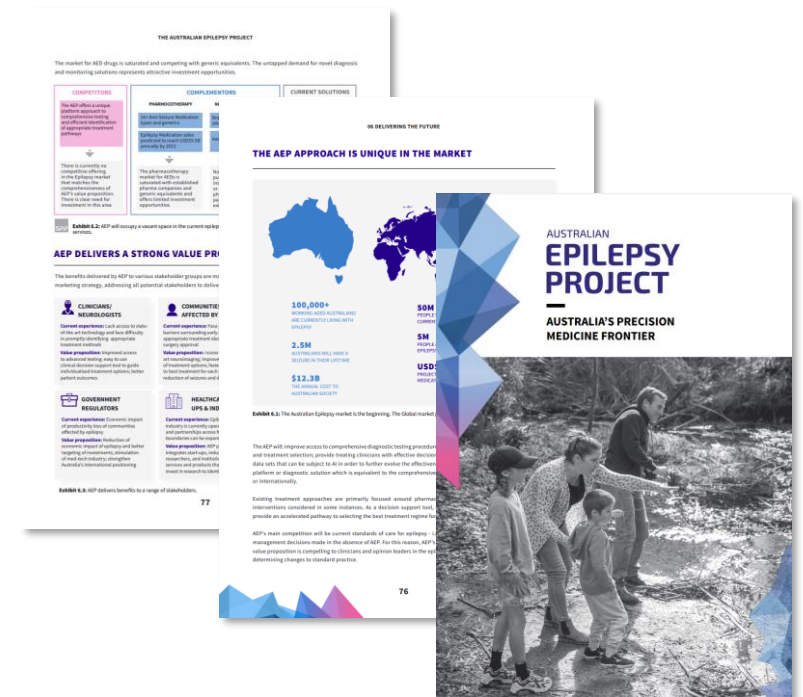
## Background and context:

- The AEP required commercial advice on product profile, go to market strategy, market entry and reimbursement
- The AEP also required support in developing a bid supported by a strong articulation of the value proposition, benefit profile, operational model and execution plan
- The AEP engaged SPP to develop the 'non-scientific sections' of the Frontiers Bid

## SPP supported AEP through:

- Stakeholder and expert consultations to establish the AEP's value proposition and market potential
- Development of the go-to-market strategy for Australia and three international target markets
- Development of a detailed financial model of the predicted operating expenditure and revenue streams over a ten-year period

*The AEP through the Florey Institute successfully received \$30 million in MRFF funding*



# SPP has experience providing support to medical and research organisations

## SPP has worked with many medical research organisations



## SPP has worked with many University & research organisations



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