What does is take to convince an 'investor' - the SPP perspective

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Aus Mediech Australia's Medtech Conference 2023

BREK TO THE FUTURE 24-25 MAY ADELAIDE

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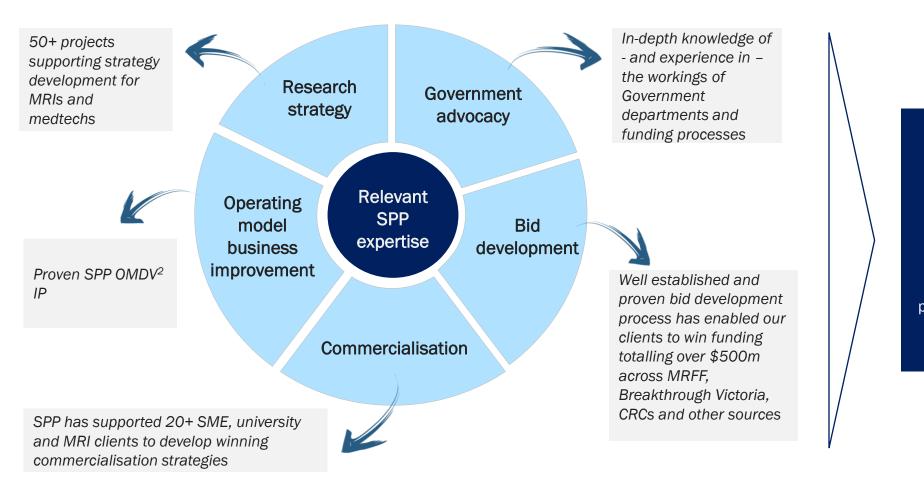




Government of South Australia

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





Considered execution of activities across these dimensions is crucial to securing 'investment'

SPP has the experience, knowledge and expertise to provide support in each of these areas.

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AusBiot



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



SPP's capabilities	 Value proposition development We develop nuanced value propositions, supported by robust economic and health economic analyses We highlight value in a language that government and funding agencies can understand and endorse 	SPP is different from other firms because:
	 Business case development We identify and clarify the 'why now' and the unique value to be delivered Our work includes Cost-Benefit Analysis, alongside evaluation, governance, and risk management planning 	 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
	 Identification of non-dilutive funding We identify appropriate funding sources and business models to seek funding for clients We understand investors, their priorities, risk appetite and what drives decision-making 	
	 Benefits and impact measurement We communicate impacts in a way that resonates with stakeholders Our work holistically captures direct, easily quantifiable benefits, but also indirect, longer-term, and / or qualitative benefits 	

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Case study: The Florey Institute - Australian Epilepsy Project

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

Background and context:

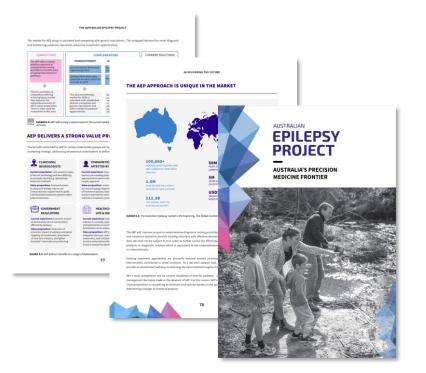
- The AEP required commercial advice on product profile, go to market strategy, market entry and reimbursement
- The AEP also required support in developing a bid supported by a strong articulation of the value proposition, benefit profile, operational model and execution plan
- The AEP engaged SPP to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







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SPP has experience providing support to medical and research organisations



SPP has worked with many University & research organisations



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