

# CASE STUDY

## Perception Study: International Life Science Informatics Company

### **Objective**

- Assess perceptions with current shareholders, and investor communications effort with covering sell-side, target buy-side and sell-side
- Determine similarities/differences in perceptions by type of investor and geographic group
- Provide management with analysis of the findings, as well as recommendations for its U.S. and international investor relations and financial communications programs
- Determine where there are disconnects in corporate messaging across the investor spectrum

### **Perception Study**

- Develop and agree on a series of 10 relevant questions
- Develop and agree on appropriate targets to obtain necessary insights for the findings
- Provide in-depth interviews with 25 qualified targets
- Develop analysis and present findings to management

### **Return on Investment**

- Management received an analysis and breakdown of perceptions by type of investor, as well as recommendations on messaging, targeting and the company's IR programs
- With a better understanding of shareholder's and analysts' perceptions regarding management's track-record, financial performance and investor communications, the company made a strategic shift in its corporate strategy
- Provided a benchmark for measuring the company's effectiveness in communicating its strategy, as well provided a list of qualified investor and analyst targets for follow-up
- An IR plan was developed and implemented for the U.S. market

## Business Development Study: Uppsala, Sweden

### **Objective**

- Determine perceptions about the region as well as the drivers for decision-making to expand to Europe and who is the decision maker in those choices
- Identify strengths and weaknesses of the region with respect to U.S. life sciences companies
- Develop recommended approaches for building brand recognition and collaboration with U.S. life science companies

### **Business Development Study**

- Identify 15 U.S. based life science companies with potential for international expansion
- Develop three different questionnaires to address whether 1) the company has a presence in Europe; 2) the company does not have a presence in Europe; or 3) the company has a presence in Scandinavia—questions were then tailored to each category and focused on what drove or will drive decisions to locate in Europe and perceptions about Scandinavia/Sweden/Uppsala as a potential location for expansion
- Conduct interviews with top level executives from identified life science companies

### **Return on Investment**

- Brief officials from Uppsala, Sweden on results of the study
- Plans for the region's approach to the U.S. life science market have been adapted to reflect input
- The Uppsala, Sweden region has a benchmark in which to begin their interaction with companies in the U.S. life sciences market