

CASE STUDY

Corp. Comm./IR: Reverse Merger—Specialty Pharma Company

Objective

- Transformation to specialty pharma products company from drug delivery play; reverse merger

Corporate Communications/Investor Relations

- Initial positioning program including review of corporate materials; competitive matrix, peer group analyst coverage/institutional ownership and media coverage
- Development of overall IR/PR calendar
- Writing, editing and distribution of corporate materials
- Strategic institutional and analyst outreach to affect valuation and coverage
- Counsel and strategy on corporate, management, SEC and clinical data release announcements
- Training new CEO to work with “Wall Street”

Return on Investment

- Sell-side coverage initiation by brokerage firm; new institutions in stock, move to AMEX from OTC:BB

Corp. Comm./IR: Research-based Diagnostics Biotech Company

Objective

- Transformation of research-based diagnostics company to therapeutics focus

Corporate Communications/Investor Relations

- Initial positioning program including review of corporate materials; competitive matrix, peer group analyst coverage/institutional ownership and media coverage
- Overhaul of corporate presentation; made recommendations to website, fact sheet
- Presentation of new positioning to Board of Directors
- Recommendations on appropriate conference attendance; on-site conference support
- Writing, editing and distribution of corporate and data related materials and releases
- Counsel and strategy on corporate, management, SEC and clinical data release announcements

Return on Investment

- Strategic input on corporate positioning, M&A plan for execution (pending) and feedback on Wall Street perspective of new positioning to Board