



Enlightenbio Startup Services: Helping You Build, Launch, and Scale Faster & Smarter

A Seamless Extension of Your Core Team

Who We Help

We work with startups in the biotech and healthcare sectors, specifically from **seed to Series A**. We specialize in helping companies navigate the complexities of early-stage growth. Whether you are refining your product-market fit or building early traction, we provide the strategy, structure, and execution muscle you need to succeed.

Why enlightenbio

Most startups think hiring a junior marketer is enough to get off the ground. But what is *really* needed is strategic and tactical firepower—an experienced team that can shape the product story, define the market, and create investor-grade materials.

enlightenbio delivers what no single hire can:

- ❖ A **product strategist** who helps sharpen the company vision and align the product communication/roadmap with real market needs.
- ❖ A **marketing lead** who crafts messaging that resonates and materials that convert.
- ❖ A **market researcher** who understands the market requirements for strategic business development, commercial decision-making, how to build the GTM muscle to deliver it, and who knows what investors want to see.

All for less of the cost of a junior hire, without the ramp-up, overhead, or trial-and-error.

The enlightenbio team provides clarity for your product, marketing, go-to-market (GTM), and product alignment initiatives with decades of experience across product, marketing, and sales, we offer:

- ❖ **Dream Team:** Our team comprises PhD-level scientists with extensive industry experience and the precise skill sets to drive your success.
- ❖ **Execution Support:** We go beyond advice; we actively participate and get hands-on, by rolling up our sleeves, to ensure successful implementation.
- ❖ **Repeatable Value:** Our product and marketing roadmaps are designed to achieve consistent value, delivering weekly milestones & demonstratable traction.
- ❖ **AI-Augmented Services:** We leverage AI to provide smarter insights in less time, enabling both our team AND YOURS to maintain a competitive edge.

Contact us today! enlightenbio.com

"We help life science innovators overcome go-to-market blind spots, accelerate commercial readiness, and secure investor confidence."

"Our services are purpose-built for early-stage life science and health tech companies navigating complex markets and constrained resources."

"Typical deliverables include GTM launch blueprints, investor-ready pitch materials, strategic messaging frameworks, and product-market fit assessments."



Foundational Growth Services

- Go-To-Market (GTM) Strategy
- Positioning & Value Proposition Framework
- Competitive & Market Landscape Analysis
- Sales/Pitch Collateral
- Lean Tech Stack Setup (CRM, analytics, scheduling, campaigns)
- Branding & Market Positioning
- Ideal Customer Profile (ICP)
- Awareness & Demand Generation Tactics
- Minimum Viable Funnel (MVF)
- Social Media Playbook
- Advisory Board Recruitment Strategy
- SEO Starter Kit

FOR

- Founders prepping for investor conversations
- Teams validating GTM approach
- Startups in MVP or product launch stages

RATE – Tier 1

- \$5,000/month – 4-Month Minimum



Scalable Growth Services

- Includes All Foundational Growth Services
- Transparent Product Roadmap
- Detailed Target Personas
- SEO-Optimized, High-Converting Website overview and guidance
- Ongoing SEO Optimization & Content Strategy

FOR

- Startups post-launch scaling to Series A
- Teams prepping for growth-stage marketing
- Founders aiming for investor traction with strong GTM strategy

RATE – Tier 2

- \$7,000/month – 4-Month Minimum

Pricing & Engagement

Transparent and straightforward pricing – you get what you see. We engage with you to get done what needs to get done. We are your seamless extension of your core team.

Tier	Service	Monthly Cost/ Hours	Total 4-Month Cost/ Hours	Includes Tier 1
Tier 1	Foundational Growth	\$5,000	\$20,000/200+ hrs.	✓
Tier 2	Scalable Growth	\$7,000	\$28,000/250+ hrs.	✓

❖ Minimum 4-month engagement | Extendable in 4-month blocks | Price lock for up to 12 months

enlightenbio™ LLC is a privately held company established in 2013 and is headquartered in the San Francisco Bay Area. Our background with our future-focused outlook makes us a resourceful and exciting alternative to traditional product management and marketing consulting companies. Our comprehensive knowledge of the market we live and breathe is invaluable to our partnerships and potential.