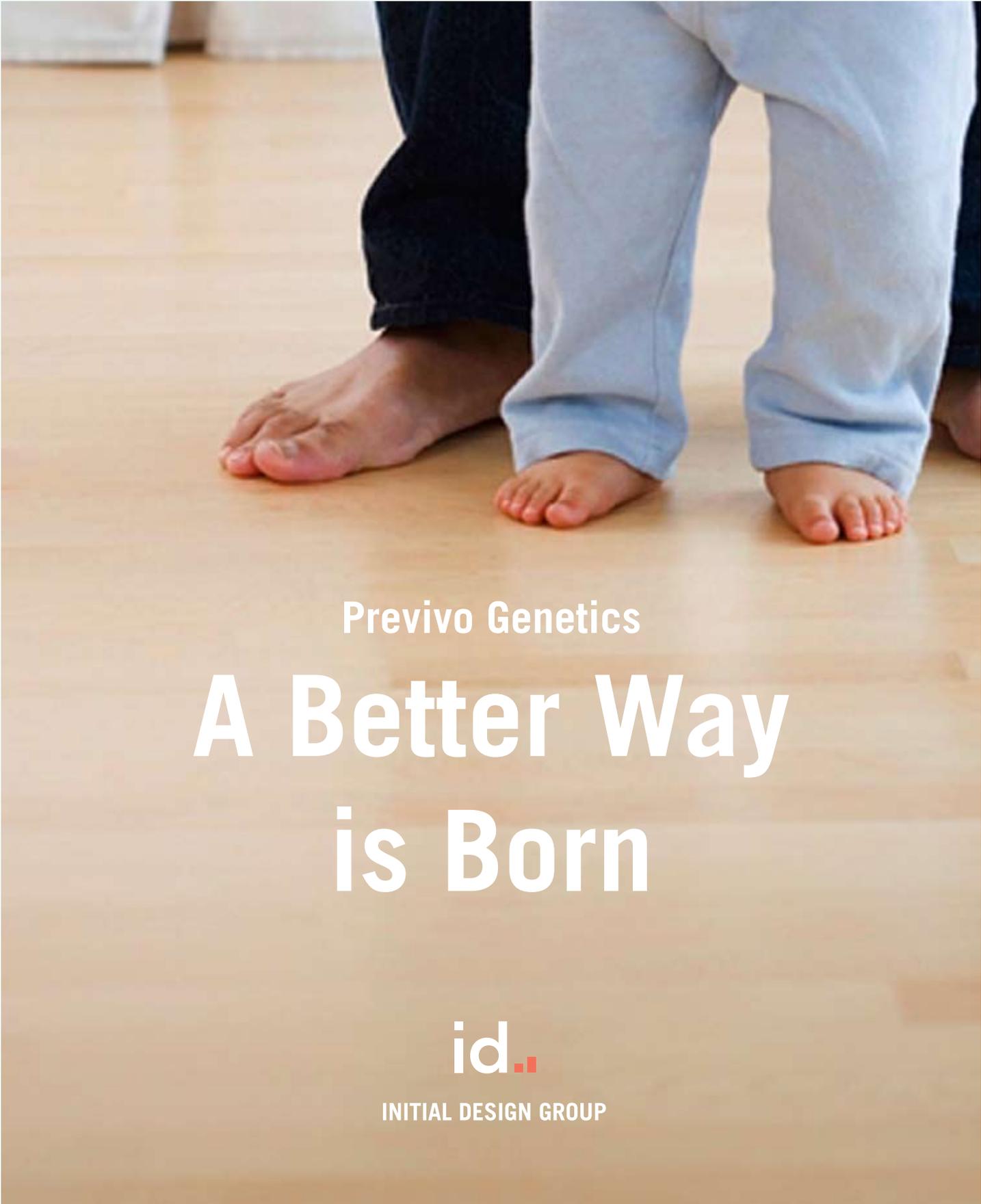


CASE STUDY



Previvo Genetics

A Better Way is Born

id.

INITIAL DESIGN GROUP

A Better Way is Born

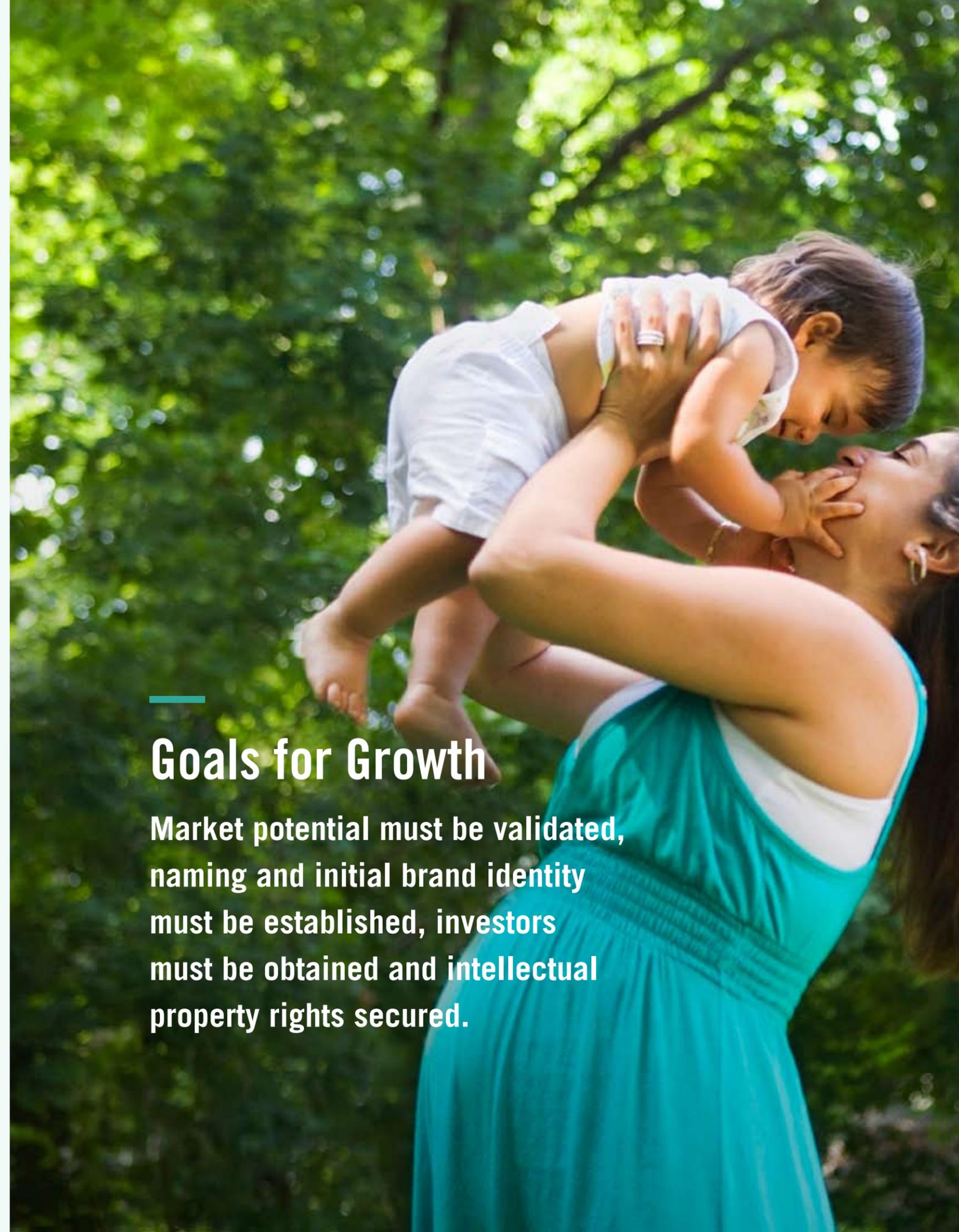
Previvo Genetics (Previvo) is a medical device start-up in the process of bringing a revolutionary pre-implantation genetic diagnosis solution to the market.

The company's patent-pending solution will turn a highly invasive medical procedure into a minimally invasive procedure performed in the comfort of a doctor's office. Safer and less costly than the current methods, Previvo's solution has the potential to save billions of dollars per year in medical costs. More importantly, however, is that because Previvo tests for genetic abnormalities prior to implantation, rather than today's prenatal testing 8-16 weeks after the start of pregnancy, it has the ability to prevent an implanted embryo from carrying a genetic abnormality. This is an entirely new and proactive way of eliminating the heartache of genetic disease.

Even the most promising start-up, needs more than an innovative solution to succeed. Market potential must be validated, naming and initial brand identity must be established, investors must be obtained and intellectual property rights secured. The founders of Previvo recognized this market reality and turned to Initial Design Group (ID) for solutions.

Goals for Growth

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Involvement at the Ground Floor

Previvo's founder and Chief Medical Officer, Dr. John Buster, was no stranger to working with ID, engaging them to accelerate the growth of his fertility practice based out of Tufts Medical Center. However, the early stage requirements of Previvo presented a different set of challenges altogether. Previvo's large range of needs, combined with its founder's innate trust, led the company to include ID's Jeffrey Prag as a member of the executive management team, serving as Vice President, Marketing and Communications.

By making this decision, Previvo gained access to a full set of marketing and communication capabilities, without incurring the costs of a full-time staff. This

This “fractional marketing” model is ideal for Previvo as it goes through its initial growth stages.

“fractional marketing” model is ideal for Previvo as it goes through its initial growth stages. To date, ID's team has performed several tasks for Previvo, including:

- Market size and sustainability analysis, needs testing and financial modeling
- Company naming and trademark research
- Creation of drawings and associated documents for patent filing
- Coordination of activities with the patent and trademark legal team
- Development of brand foundation and strategy for market entry
- Creation of presentations and communication materials for potential investors, leading to successful Series A funding
- Design and development of corporate website

ID has worked with Previvo from its early inception and has been a critical component in the company's progress through laboratory testing to patent application to initial human trials, expected in the second half of 2013.

Results

Moved
Concept to
Patent

Exceeded
Series A
Funding

First
To
Market

“We’re a medical device start-up that’s building from the ground up. Initial Design Group helped us from day one with many of our challenges, ranging from patent illustrations to naming our company, all while understanding our need to reach investors, consumers and the medical community.”

- Moses Cesario
CEO, Previvo Genetics

Poised to Identify Needs Proactively

Because it is truly integrated with Previvo’s rollout and growth process, ID is able to respond to the company’s evolving needs much faster than if it was working under the traditional client-marketing agency model. ID participates in weekly meetings to map corporate strategy and determine next steps. As a result, time and effort is saved since each individual project is not subjected to a laborious proposal/acceptance process.

Previvo has access to all the expertise and resources of a full internal marketing department, without the associated high fixed costs. This gives Previvo the flexibility it needs as it brings its innovating solution to market.

For more, visit:

www.initialdesigngroup.com/case/a-better-way-is-born/

**Contact us today
to help drive your
business growth.**

508-655-2777

www.initialdesigngroup.com



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