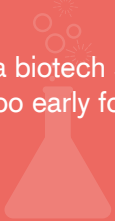


MISPERCEPTION | 4

We're a biotech start-up.
It's too early for PR.



It's never too early to attract investors and potential pharmaceutical partners. Effective PR illuminates the relevance of your platform, your technology, and your data **before** your product is on the market. We build anticipation for the arrival of your novel products so the market appreciates their value well before launch.

MISPERCEPTION | 2

Our company's data
speak for themselves.



Brilliant science doesn't easily translate into simple terms. MedThink PR crafts your scientific platform and corporate messages into meaningful stories that investors and potential pharmaceutical partners can understand and embrace. We give a voice to your science – the how, what, and why it should matter to individuals and the marketplace.

MISPERCEPTION | 7

PR will not really affect
my bottom line.



PR enhances your bottom line by creating a framework that supports your company's position in a highly competitive landscape. PR can establish your company as an emerging leader in healthcare or biotechnology, position your scientists as experts in the field, and provide context and relevance to complicated data.