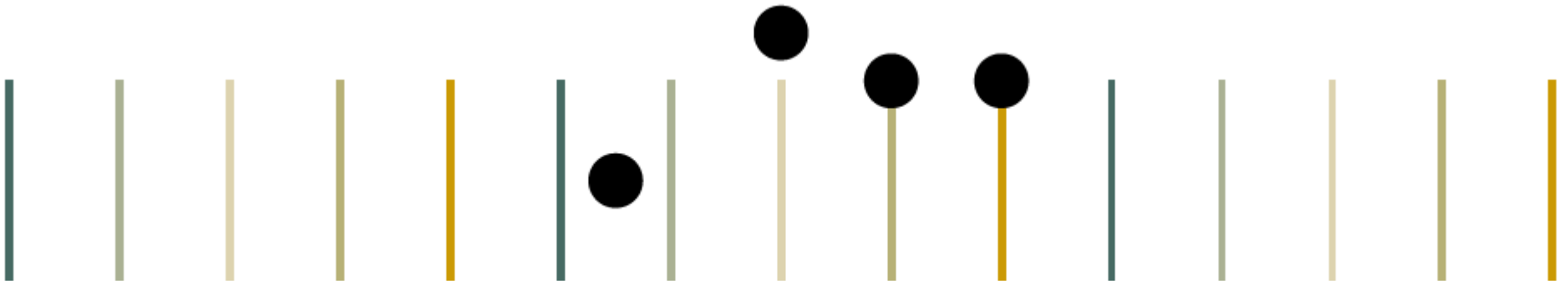


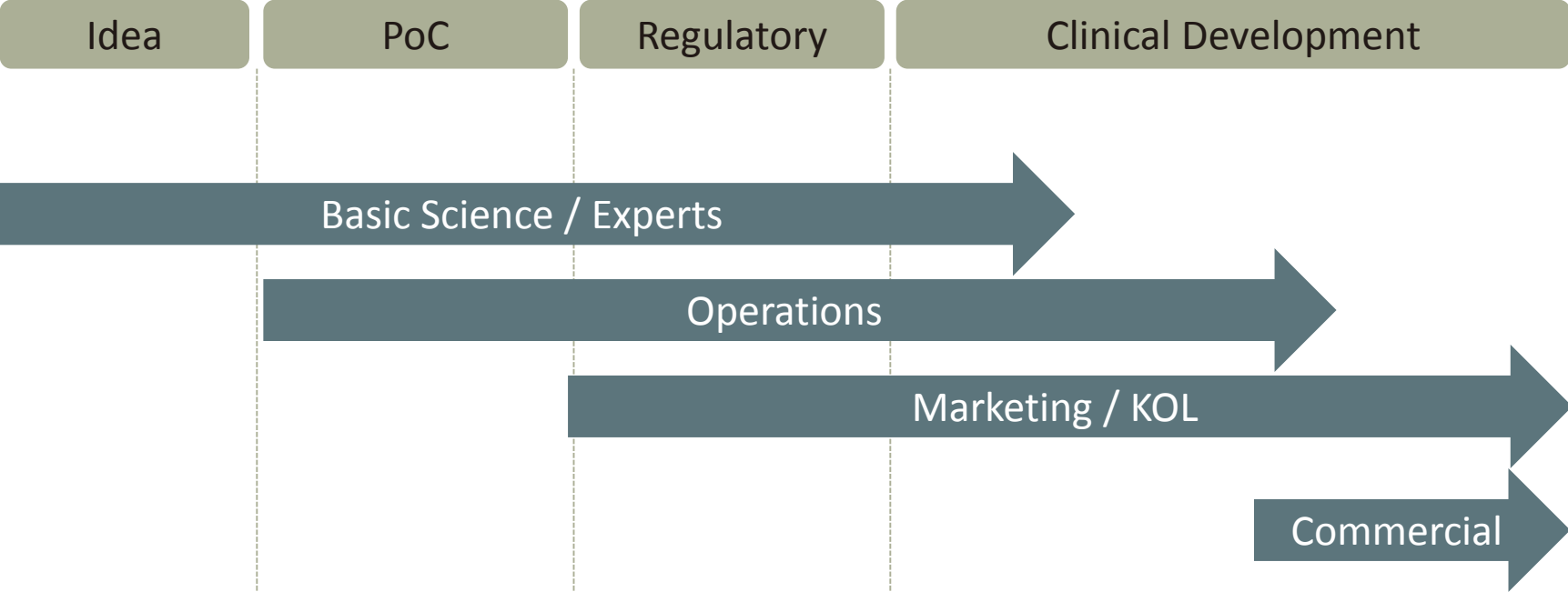
Health Innovation  
Technology Transfer

# Early Valuation

Company Portfolio



# The current strategy...



‘I’d wish I had included this in my analysis’

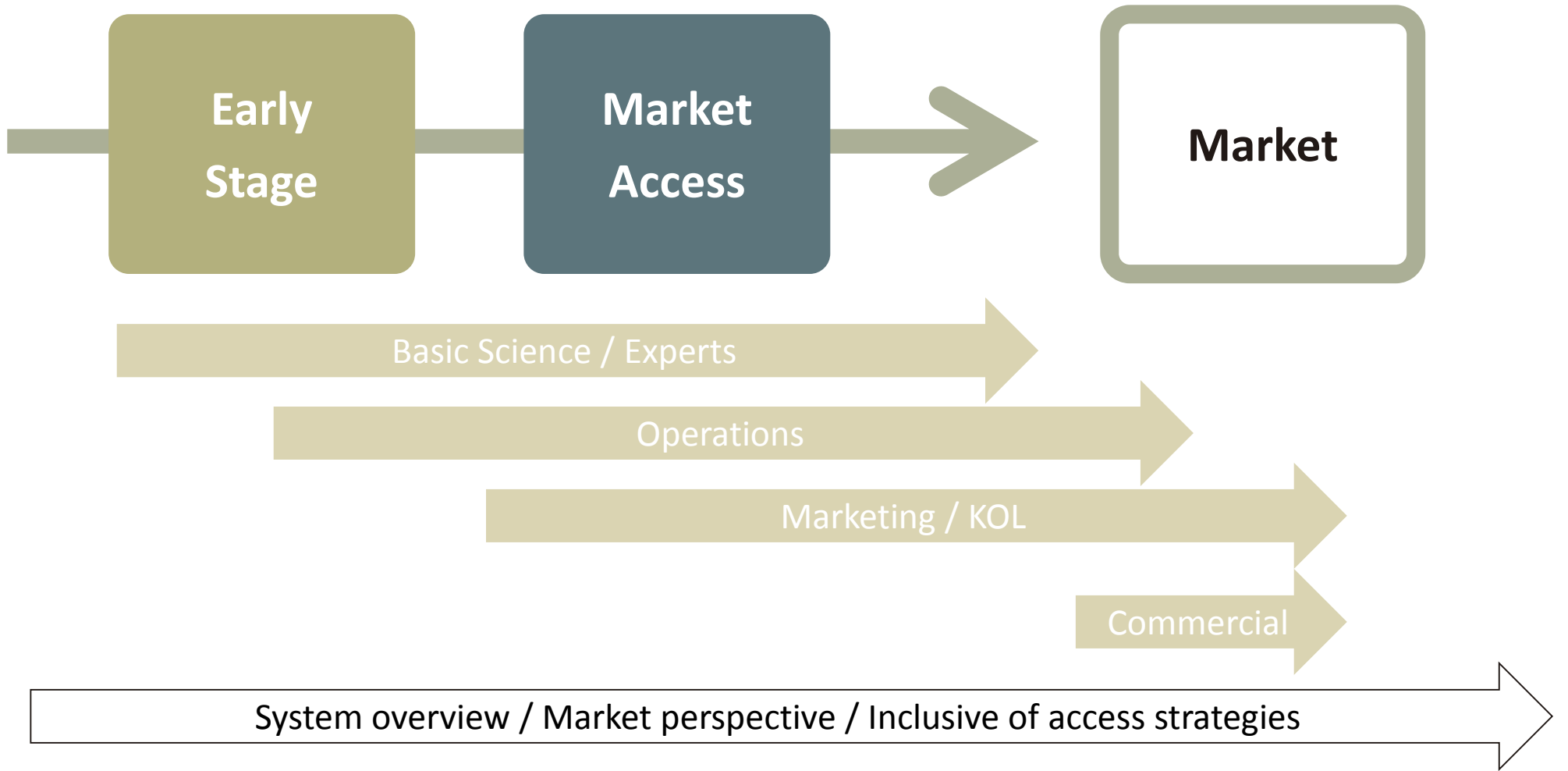


Start-ups often fail because **founders and investors neglect to look before they leap, surging forward with plans without taking the time to realize that the base assumption of the business plan is wrong.** They believe they can predict the future, rather than try to create a future with their customers. Entrepreneurs tend to be single-minded with their strategies—wanting the venture to be all about the technology or all about the sales, without taking time to form a balanced plan.

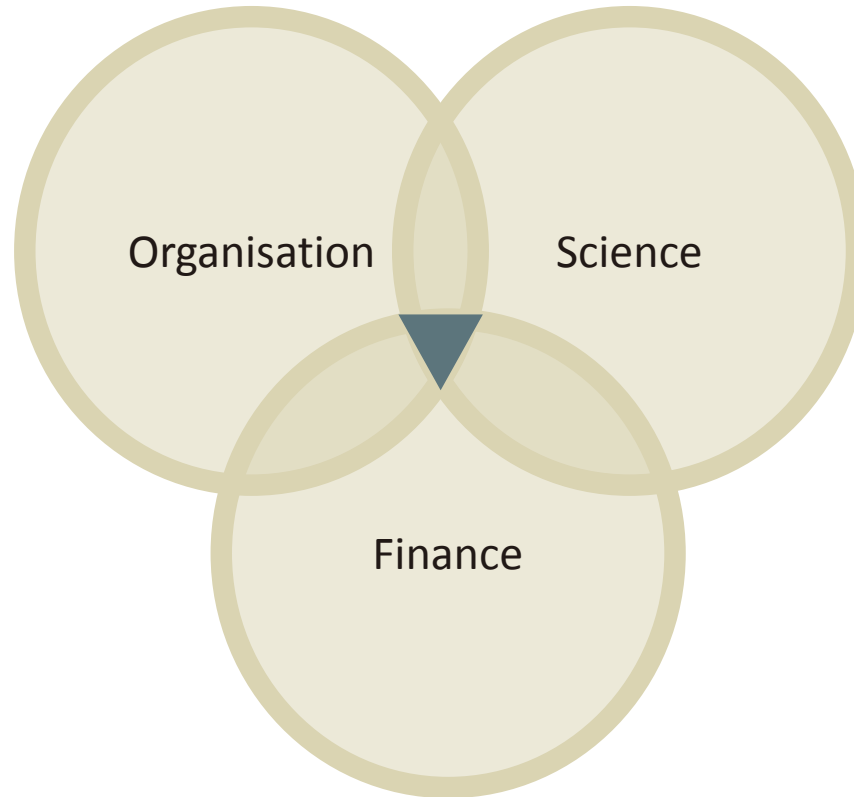
And all too often, they do not give themselves wiggle room to pivot midstream if the initial idea doesn't jibe with customer demand.  
*Shikhar Ghosh, Senior Lecturer of Business Administration, Harvard Business School*



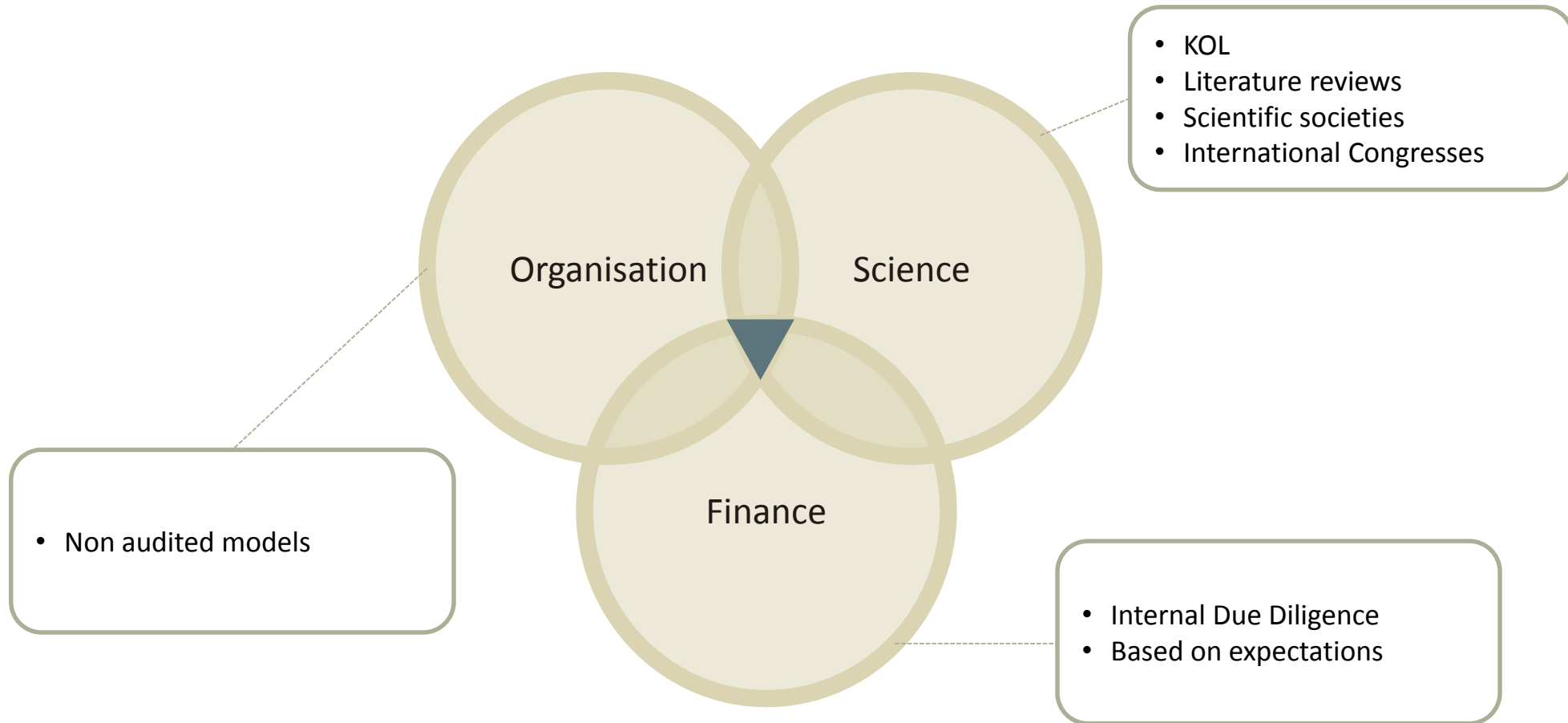
# ... and hitt's approach



# The three pillars of development



# The three pillars of development... still based on uncertainties



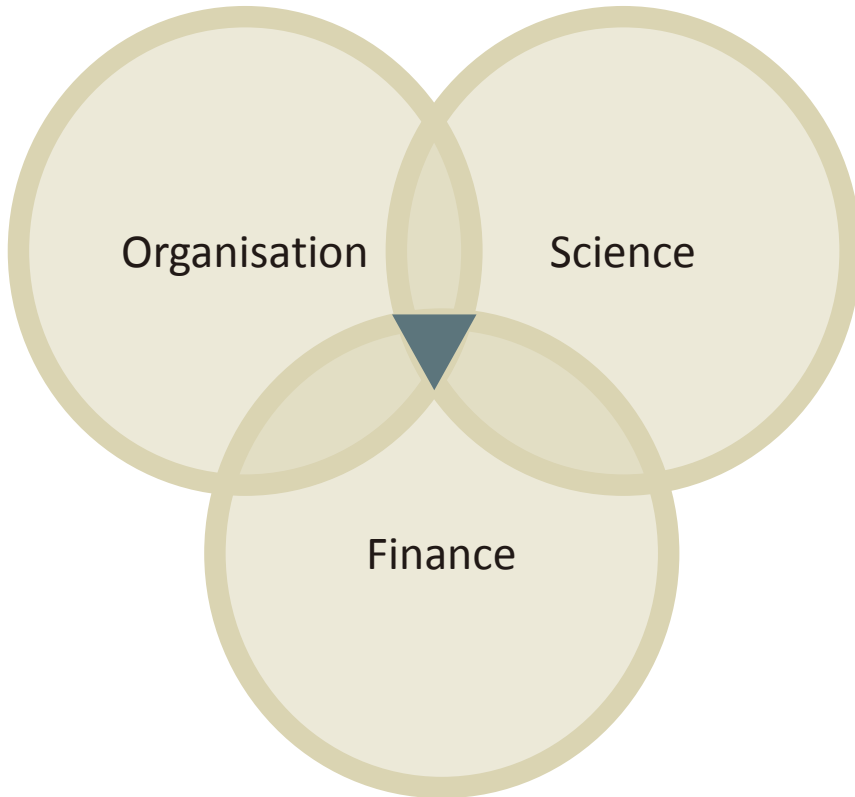
# The three pillars of development... with a reality check





# hitt's proposal

testing the business plan with market perspective



- Independent review
- International perspective
- In-depth knowledge of approval process and pricing schemes
- International reputation



We deploy a full range of solutions to cover the main needs of knowledge of all actors in health market.



### ADVISING

Trusted independent advisors for public and private health organizations



### PROJECTS

Experts consultants on business, investment and clinical development strategies



### SUPPORT

High quality and broad reviews of best state-of-the-art in health market



# why should I?

- To improve Success Ratio
- To better define **Expectations**
- To test internal and external assumptions (stress tests)

## Why hitt?

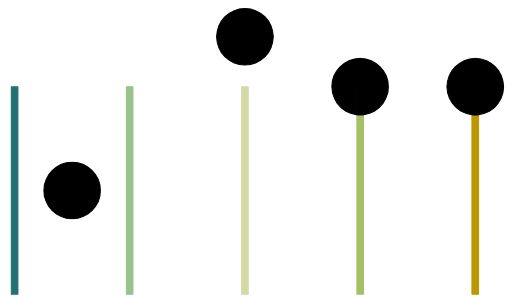
- A dedicated company **Specialised** only in the Healthcare Sector
- Proven track record



# experience

- Small and dynamic team
- Best of breed approach.
  - Independent trusted partners
  - International alliances
- hitt develops projects for top pharma companies, start-ups, government agencies and consultancy firms in health industry.
  - Consultants to all major stakeholders
    - Alcon · Novartis · Pfizer · Biomarin · BiogenIdec · Boehringer-Ingelheim · Daiichi-Sankyo · ALKAbelló · Bayer · Eli-Lilly · Sanofi · Merk (MSD) · Regeneron · Roche Devices Shire · Astellas · Otsuka · AstraZeneca · Hartmann · Reig Jofre · Oryzon Genomics ·
  - And to most major consultancies :
    - Oliver Wyman · Quintiles · Ernst&Young · Deloitte · Simon Kutcher & Partners · Antares Consulting · IMS





# Health Innovation Technology Transfer

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