

# THE WRITTEN SCIENCE, LLC

Translating science into medicine

*The Written Science offers communication services that support the development and commercialization of novel biotechnology. From the concept to commercialization stage, biotechs must communicate the value of their technology to clinicians, investors, users and consumers. The Written Science creates tailored communication strategies and written content that clearly convey the commercial value of scientific discoveries, expediting the acceptance and application of novel biotechnology.*

## Fueling Progress through Partnership



Communication is essential to attain funding, identify and communicate value propositions, entice investors, market new technology, and educate users and consumers. Early-stage biotech teams often rely on a lead scientist to craft communication content, which distracts from scientific progress. The Written Science improves and expedites the time to market for novel biotechnology by freeing scientists to focus on their passion: research. With The Written Science as a partner, biotechs receive the scientific expertise and specialized communication support they need, when they need it.

## Tailored Services



The Written Science offers a variety of marketing- and funding-related services, including assistance with

- Corporate Messaging
- eBooks
- Technology Teasers
- Web Content
- Market Assessments
- Value Propositions
- Sell Sheets
- Investor Pitch Decks
- SBIR/STTR Proposals

## Uniquely Qualified



The Written Science founder, Rachel Lane PhD, RD, is uniquely equipped to provide communication support to biomedical innovators. Dr. Lane has extensive biomedical research experience that spans biochemistry, molecular biology, aging, nutrition, drug development, and metabolism, and as a dietitian, she worked closely with clinicians to care for patients. Dr. Lane uses this combination of experiences to unify the expertise of scientists, marketing teams, and business leadership so that the clinical significance of novel biotechnology is unmistakable.

## Improving Science through Connectivity



The Written Science promotes research sustainability by connecting scientists with perspectives and audiences that improve the relevance and adaptability of novel biotechnology. Clinically relevant research creates clinician advocates who understand the benefits and support the efforts of basic science studies, creating a supportive, sustainable environment for research.

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