SEEDLING ADVISORS

The health tech growth cycle

Commercial strategy, sales execution and financial planning, connected.

1 Market & product fit

Choose buyers and shape the offer.

Market map, ranked accounts, MVP plan

2 Messaging & demand

Build the buyer story and create outreach.

Messaging, proof materials, outreach calendar

3 Buyer engagement

Qualify need, budget and timing.

Pipeline assessment, qualification, close plans

4 Deal design & launch

Connect value to price and rollout.

Pricing, business case, terms, launch plan

5 Delivery & proof

Measure adoption and refine the offer.

Adoption evidence, customer proof

6 Financial plan & scale

Plan revenue, cost, cash and capacity.

Forecasts, staffing model, investment scenarios



Evidence improves the next growth cycle

CEO & operating strategy across every stage

Company leaders own executive decisions and resource approvals.
Seedling owns the agreed build, with named specialists and milestones.

An illustrative engagement

Adapted to the company's starting point

First 30 days	Days 31–60	Days 61–90	Days 91–180
Priorities & markets	Materials & launch	Pipeline & delivery	Proposals & capacity

Contact Seedling

David Deane / david@seedlingadvisorsllc.com / 540-520-6146
Corwin Broxson / corwin@seedlingadvisorsllc.com