first mile bio
from lab to launch

A flexible, low-risk Solution to help Biotech Start Ups 'Go it Alone' – and Beat the Odds of Achieving In-Market Success

The missing element: Early commercial insights to help design products that meet the needs of critical stakeholders … from Day 1

For early-stage biotechs, there are three traditional – but imperfect – options to incorporate the commercial perspective early.

3 traditional Options
1. 'Do-it-yourself'
2. Engage external consultants
3. Hire a full-time commercial lead

Option 1 – having scientific founders manage market planning in their "spare time" after attending to their already long list of responsibilities. This approach often leads to superficial insights and costly missteps.

Option 2 – initiating external consulting engagements. Doing it right, however, requires someone to have the 'wisdom' to engage the right consultants at the right time to solve a variety of salient commercial questions, and provide the necessary continuity and context that are often lost between one-off projects.

Option 3 – hiring a full-time Commercial Lead. This is a major financial commitment (locking in expenses incl. a big severance package when clinical trials fail) and difficult to justify at the pre-Phase I stage. Finding an experienced executive, covering the necessary breadth of expertise AND willing to bet on a high-risk biotech at an early stage can also be challenging – thus often leading to bringing in commercial expertise far too late.

A Fresh Alternative: The Fractional Commercial TEAM

FirstMileBio offers a new solution: An integrated team of experienced, fractional executives – with a mandate to generate market insights, help define a marketable, differentiated product profile (TPP), work cross-functionally to align development efforts, and articulate the compelling go-to-market strategy for the Board of Directors and investors – all of which evolve as the business learns and grows.

Advantages of the Fractional Team:
1. Multidisciplinary expertise including strategy, pricing and market access, market research, business development & licensing, stakeholder analysis, competitor intelligence, and more
2. Extensive experience and a network of biopharma experts … to provide foresight and resolve challenges before they impede progress
3. The flexibility to shift focus as company needs change without re-negotiating contracts or managing multiple consultants with overlapping remits
4. Fresh, independent perspectives – a 'sound sounding board' and an antidote to internal echo chambers
5. Continuity and context that evolve with the company, reducing the need for repetitive onboarding or redundant rework
6. Alignment with long-term value creation—retained team is invested in success, not just deliverables
7. Minimized exit costs – avoid breaking long-term commitments and severance costs when clinical progress fails to materialize

Hiring a fractional commercial team combines continuity and commitment of a Chief Commercial Officer / team with the breadth of expertise and flexibility of hiring 3rd party consultants … but without the disadvantages of traditional options.

For more information, contact us at info@firstmilebio.com

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The Fractional Commercial Team
Not consultants, not individuals, but an experienced, flexible team

The role, scope, and make-up of the Fractional Commercial Team

At FirstMileBio, we don't just support launch planning — we help shape the product to launch. Our team partners seamlessly with early-stage biotechs to turn rare approval opportunities into real commercial success. By working hand-in-hand with clinical, regulatory, and internal teams, we ensure your product is not only scientifically sound, but also aligned with what customers want, stakeholders need, and payers will reimburse. The result? A strategy built to maximize value and significantly increase the odds of in-market success.

The Cogent team is comprised of industry experts in critical areas, including product development, market access and reimbursement, customer insights, commercial analytics, competitive intelligence, and commercialization strategy. The team manages its time internally to align with client priorities and acts as a cross-functional partner throughout the development journey – ensuring that no steps are missed in creating a marketable, differentiated product by the time of approval.

Typical FMB activities to Prepare for in-Market Success:

- ✓ Understand unmet needs of physicians, patients, and payers
- ✓ Create a market map to understand market segmentation, indication prioritization, and forecasting
- ✓ Conduct competitive analysis to drive meaningful product differentiation
- ✓ Develop a target product profile to harmonize and guide R&D efforts across research, regulatory, CMC, and medical affairs
- ✓ Initiate KOL management, message development, and publication strategy
- ✓ Build a timeline and budget for all aspects of market development and prelaunch activities to map out long-term funding requirements
- ✓ Educate and support internal teams on commercial questions/topics – help identify and address issues throughout the launch process
- ✓ Provide early and continuous commercial voice, expertise, and credibility to leadership team, Board, and investors

The bottom line:

The FMB team has been there – contributing the experience from many development-to-launch processes.

Our multidisciplinary experts deliver high-impact insights, strategic guidance, and operational support – delaying the need for expensive, full-scale consulting projects until they're truly warranted.

When a deep dive is needed, we will scope, manage, quality-check and interpret external work – keeping your core team focused on advancing the clinical progress.

The result? Right-time expertise that sharpens development decisions and generates products with a meaningful and differentiated value proposition for all customer groups & constituencies. We know when to go deep and how to do it cost-effectively, paving the way for successful commercialization from day one.

And when it's time to build a full-time commercial team, Cogent ensures a seamless handoff—preserving institutional knowledge and onboarding new hires efficiently, so you never have to rush into key staffing decisions.

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