



Go-To-Market Strategy Worksheet

Step 1: Market Research and Analysis

- **Target Market Identification**

What is your target market? (e.g., healthcare providers, researchers, hospitals, labs, etc.)

- _____
- _____

- **Market Segmentation**

What segments of the market are you focusing on? (e.g., geography, disease focus, customer needs)

- _____
- _____

- **Competitive Analysis**

Who are your competitors, and what are their strengths and weaknesses?

- _____
- _____

- **Market Trends**

What key market trends might influence your strategy? (e.g., regulations, emerging technologies)

- _____
- _____

Step 2: Value Proposition and Product Positioning

- **Unique Value Proposition (UVP)**

What makes your product different from competitors?

- _____
- _____

- **Key Benefits of Your Product**

List the primary benefits (e.g., safety, efficacy, cost savings).

- _____
- _____

Step 3: Regulatory and Compliance Strategy

- **Regulatory Pathway**

Which regulatory approvals or certifications do you need? (e.g., FDA, CE, ISO)

- _____
- _____



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- **Compliance Roadmap**

What are the key steps and timelines for achieving regulatory compliance?

- _____
- _____

Step 4: Clinical Evidence and Validation

- **Clinical Validation Plan**

What clinical trials or validation studies are required to substantiate your product claims?

- _____
- _____

- **Key Opinion Leaders (KOLs)**

Which KOLs will you engage to support your product's credibility?

- _____
- _____

Step 5: Reimbursement and Pricing Strategy

- **Pricing Model**

What is your pricing strategy? (e.g., value-based, cost-plus, market-based)

- _____
- _____

- **Reimbursement Strategy**

How will you ensure payers (insurance, Medicare, etc.) reimburse your product?

- _____
- _____

Step 6: Sales and Distribution Strategy

- **Sales Channel**

Will you use an internal sales team, distributors, or a hybrid approach?

- _____
- _____

- **Distribution Plan**

How will your product be distributed (e.g., direct sales, partnerships, online)?

- _____
- _____



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Step 7: Marketing and Launch Plan

- **Key Marketing Messages**

What are the core messages you want to communicate to your audience?

- _____
- _____

- **Pre-launch Activities**

What activities will you conduct to build awareness before the launch? (e.g., conferences, KOL presentations, webinars)

- _____
- _____

Step 8: Product Launch and Commercialization

- **Launch Strategy**

How will you execute the product launch (e.g., timelines, key events, marketing channels)?

- _____
- _____

- **Post-launch Monitoring**

How will you gather feedback and adjust based on early market response?

- _____
- _____

Step 9: Post-Market Support and Customer Education

- **Technical Support Plan**

What ongoing support will you offer to customers post-launch?

- _____
- _____

- **Customer Training and Education**

What resources or programs will you provide to ensure customers use your product effectively?

- _____
- _____



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Step 10: Long-term Strategy and Customer Retention

- **Customer Feedback Loop**

How will you collect and act on feedback for product improvements?

- _____
- _____

- **Retention Strategy**

What initiatives will you implement to retain customers and encourage repeat business?

- _____
- _____

This worksheet helps life sciences companies outline and track each critical element of their Go-to-Market strategy, ensuring they consider every key factor from regulatory compliance to post-launch support.

The GTM Worksheet is designed by **Krishnan Allampallam from Biotech Bridge Media**. If you have questions, please write to krishnan@biotechbridgemedia.com