

The 30-Day Commercial Assessment

A fixed-fee, fixed-scope diagnostic of your go-to-market readiness — from an operator who has run it at global scale.

THE PROBLEM

You're getting close to a launch, behind on your numbers, or in the middle of a reorganization — and you don't yet need (or can't yet justify) a full-time Chief Commercial Officer. But the commercial decisions you make this quarter will be expensive to unwind later.

WHAT YOU GET

In 30 days, I'll tell you where your commercial engine stands and what to fix first. You get a written report and a working session with your leadership team:

- 1 Go-to-market review** — your plan, measured against your launch timeline and your funding.
- 2 Gap map** — what's on track, what's missing, and what will bite first across marketing, sales, medical, and operations.
- 3 Fix list** — the specific organization and process changes I would make next, in order.
- 4 A 90-day plan** your team can run, with me or without me.

HOW IT WORKS

WEEK	FOCUS
1	Immersion: leadership interviews, plan and data review
2-3	Analysis: gap mapping against launch and growth objectives
4	Delivery: written assessment + leadership working session

WHO THIS IS FOR

Small and mid-cap biotech and specialty pharma companies approaching first launch, underperforming post-launch, or restructuring their commercial organization.

\$12,500 fixed · half to start, half on delivery

There's no retainer and no follow-on commitment. If you want ongoing help afterward, we'll talk about it then.

ABOUT MIKE BOAS

30+ years at AstraZeneca and two years in biotech, leading Sales, Marketing, Medical Affairs, and Operations across multiple therapeutic areas — U.S. and global. He has taken products through launch, rebuilt commercial organizations, and led large-scale transformation. Separately, founder & chair of the Life Sciences Consultants Roundtable (LSCR). Based in Greater Philadelphia; works nationally.