**PMR Worksheets (3):**

**The Primary Market Research Pledge**

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**Pledge to Serve the Interests of the Customer**

I do hereby solemnly swear to follow the lead of potential customers in the pursuit of a product and/or service while starting and building my startup.

I recognize that I am subject to confirmation bias, and as such will approach primary market research as an opportunity to question assumptions and to search for different alternatives.

I understand that it is not a sign of weakness, lack of intellect, or other shortcoming to modify or completely change the idea with which I started. In fact, I acknowledge that failing to make adjustments is a likely sign of such shortcomings, as consistency comes in second when searching for the truth.

This does not mean it is the customer’s job to design the product, because that job is mine. But I will seek to honestly understand the customer’s needs, wants, pain points, pressures, opportunities and much more to design a solution that will create great value for her and minimize any friction it takes for her to adopt it.

Print name: Chrysis Andreou



Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date: \_\_\_\_\_\_\_\_\_10/03/2025\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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| **Primary Market Research Worksheet I: Preparation**  **(Make a new copy of this worksheet for each market segment you analyze)** | | | | |
| I. | **Secondary Market Research Sources and Key Lessons Learned:**  A. Industry Reports & Regulatory White Papers  - Key Lessons: Pharma and biotech firms face enormous pressure to shorten drug development cycles and reduce costs. Solutions that ensure compliance (FDA/GxP) and secure data management are critical.  B. Case Studies & Conference Presentations  - Key Lessons: Successful digital transformation in R&D has often involved integrating AI tools with existing drug discovery pipelines. Early adopters emphasize the importance of pilot validations and demonstrable ROI.  C. Expert Panels & Analyst Reviews  - Key Lessons: There's a strong need for tools that can sift through vast biomedical literature and experimental data efficiently. Stakeholders value systems that are not only innovative but also adhere strictly to regulatory standards and intellectual property protection. | | | |
| II. | **What are the profile(s) of the people you want to engage with?** (e.g., description of end user, economic buyer, champion, industry analysts, influencers; description should be enough to help you identify, find & deselect potential candidates. Can include demographics & psychographics – see Step #3 for more info)  A. 1st Targeted Profile Name: Lead R&D Scientist  Description: Senior scientists driving research in drug discovery teams. They are decision-makers who demand high accuracy, fast turnaround, and integration with existing lab systems.  B. 2nd Targeted Profile Name: Bioinformatics Specialist  Description: Experts in data analysis and computational biology. They are tech-savvy, detail-oriented, and constantly seeking ways to optimize data processing and target identification.  C. 3rd Targeted Profile Name: Drug Discovery Project Manager  Description: Oversees multiple R&D projects, balancing timelines, budgets, and regulatory compliance. Interested in scalable solutions that reduce risk and improve workflow efficiency.  D. 4th Targeted Profile Name: Regulatory Affairs Director  Description: Ensures that all innovations comply with regulatory frameworks. They require systems that can integrate rigorous validation steps and secure handling of sensitive data.  E. 5th Targeted Profile Name: Innovation Lead at Biotech Startup  Description: Entrepreneurial executives at emerging companies looking for competitive advantages through cutting-edge technology. They are open to innovative solutions that can disrupt traditional R&D methods. | | | |
| III. | **Your General Recruitment Script (be clear on who you are, why you want to engage, what you are asking for):**  Hello, my name is Chrysis Andreou and I’m reaching out because we’re developing an AI-driven platform designed specifically to accelerate drug discovery and improve R&D efficiency in the pharma and biotech space. Our solution leverages a multi-agent, reinforcement learning framework to streamline target identification, in-silico testing, and data analysis—all while ensuring strict regulatory compliance and intellectual property protection. I’d value your insights on current challenges in your workflow and would appreciate the opportunity to discuss how our tool might help reduce development cycles and costs. Could we schedule a brief conversation at your convenience? | | | |
| IV. | **Initial Candidate List to Contact** | | | |
|  | Name & Contact Info | Profile Type | Source | Why You Want to Engage with this Person plus Any Other Info to Build Rapport |
|  | Dr. Richard Thompson – rthompson@pharma.com | Lead R&D Scientist | Conference speaker; industry award | Recognized leader in drug discovery with experience integrating digital tools; influential within his organization. |
|  | Dr. Emily Brown – ebrown@biotech.com | Bioinformatics Specialist | LinkedIn; industry forum | Known for expertise in data analysis and innovative approaches; actively seeking ways to enhance data processing efficiency. |
|  | Dr. Anna Martinez – amartinez@pharma.com | Drug Discovery Project Manager | Referral from industry contact | Oversees multiple drug development projects and is focused on reducing cycle times; interested in cost-effective innovation. |
|  | Mr. James Miller – jmiller@pharma.com | Regulatory Affairs Director | Industry panel; regulatory summit | Deep understanding of compliance and regulatory needs; advocates for systems that integrate robust validation protocols. |
|  | Ms. Laura Chen – lchen@startupbio.com | Innovation Lead at Biotech Startup | Startup network event | Entrepreneurial mindset; eager to adopt transformative technologies that can provide a competitive edge in drug development. |

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| **Primary Market Research Worksheet II: Execution**  **(Make a new copy of this worksheet for each market segment you analyze)** | | | |
| **I.** | **Which profile are you engaging with:** Lead R&D Scientist (Dr. Richard Thompson)  **How well does this person fit the profile:** Dr. Thompson is a seasoned R&D leader with extensive experience in drug discovery and a track record of integrating digital solutions into his research pipeline. His influence spans across multiple teams and projects, making his insights particularly valuable.  **Type of engagement (e.g., interview, observation, test, immersion, other):** One-on-one in-depth interview (via video conference). | | |
| **II.** | **Your General Script/Framework for Engagement (Guidance: Open-Ended 🡺 Qualitative insights/hypotheses 🡺 (if appropriate) Quantitative insights/hypotheses and data) (approximately 5 key items):**  A. Introduction:  - Brief introduction of myself and our innovative AI platform, highlighting its capabilities in reducing drug development cycles.  - Outline the importance of compliance, data security, and integration with existing R&D workflows.  B. Current R&D Workflow & Challenges:  - Ask about the current process for target identification, in-silico testing, and data management.  - Explore challenges faced with manual processes, time delays, and regulatory complexities.  C. Pain Points & Value Opportunities:  - Probe into specific issues around data overload, integration with secure data lakes, and validation requirements.  - Identify areas where a multi-agent AI system could offer measurable improvements and risk reduction.  D. Feedback on the Proposed Solution:  - Present a high-level overview of the multi-agent, reinforcement learning framework, stressing pilot validation and ROI.  - Solicit feedback on potential barriers to adoption, particularly concerning regulatory and IP concerns.  E. Next Steps & Referrals:  - Summarize key takeaways and ask for suggestions on other stakeholders who might offer further insights.  - Discuss potential follow-up sessions or pilot testing opportunities. | | |
| **III.** | **What did you learn?**  The discussion with Dr. Thompson revealed that pharmaceutical companies are under intense pressure to streamline R&D processes due to high development costs and tight regulatory timelines. There is significant interest in tools that not only accelerate data processing but also ensure seamless integration with existing secure systems. Importantly, decision-makers value proof-of-concept studies and pilot validations that can demonstrate a clear ROI while addressing compliance and IP protection. | | |
| **IV.** | **What surprised you?**  It was surprising how keen Dr. Thompson was on the subject of data security and regulatory compliance—more so than anticipated. His insistence on robust validation protocols highlighted that even innovative solutions must pass strict regulatory scrutiny to be adopted. Additionally, the need for clear integration pathways with existing legacy systems emerged as a critical factor. | | |
| **V.** | **Which hypotheses did you seem to confirm? How and why?**  - Hypothesis 1: Pharma and biotech companies face significant pressure to shorten R&D cycles and reduce costs.  Confirmed by Dr. Thompson’s detailed account of long drug development timelines and high R&D expenditures.  - Hypothesis 2: There is a strong need for digital solutions that ensure regulatory compliance and secure data management.  Confirmed as Dr. Thompson emphasized that any new system must integrate seamlessly with existing regulatory and compliance infrastructures. | | |
| **VI.** | **Which hypotheses did you seem to invalidate? How and why?**  - Hypothesis: The adoption of digital tools would be straightforward once efficiency gains are demonstrated.  Invalidated because Dr. Thompson noted that integration challenges with legacy systems and the need for rigorous validation create significant barriers to rapid adoption. | | |
| **VII.** | **Which hypotheses were you unable to reach conclusions on? Why?**  - Hypothesis: Specific budget allocation for new AI solutions in pharma R&D.  The conversation did not yield clear financial figures as budget decisions in large pharma are often complex, tied to multi-year planning cycles, and influenced by external funding sources. | | |
| **VIII.** | **What new questions were raised in this engagement?**  - How can our platform best integrate with existing secure data lakes and regulatory frameworks?  - What pilot validation models would be most persuasive for large pharmaceutical companies?  - How can the system be customized to address specific IP protection and compliance requirements in diverse regulatory environments? | | |
| **IV.** | **Additional Future Candidates List Obtained from Current Candidate** | | |
|  | Name & Contact Info | Profile Type | Why does the current candidate think we should engage with this person, plus any other info to build rapport |
|  | Dr. Olivia Green – ogreen@biotech.com | Bioinformatics Specialist | Known for pioneering data analysis techniques in biotech; recommended for her technical insight on AI integration. |
|  | Mr. Samuel Roberts – sroberts@pharma.com | Drug Discovery Project Manager | Suggested due to his experience in managing cross-functional R&D teams and his openness to digital transformation initiatives. |
|  | Ms. Karen Patel – kpatel@pharma.com | Regulatory Affairs Director | Recognized for her deep understanding of compliance challenges and her involvement in setting industry standards. |
| **V.** | **What changes should I make for the next primary market research engagement?** | | |
|  | **Profile Changes:**  - Increase engagement with mid-level managers (project managers and regulatory specialists) to better understand operational constraints and compliance needs. | | |
|  | **Qualitative Insights/Hypotheses Updated (could be more or less than 3):**  A. Emphasize clear pilot validation and proof-of-concept evidence to address adoption hesitations.  B. Focus on integration challenges with legacy systems and data security measures.  C. Highlight flexibility in customization to meet varying regulatory demands across regions. | | |
|  | **Quantitative Insights/Hypotheses Updated (Optional – only if appropriate & you are far enough along) (could be more or less than 3):**  A. Gather metrics on potential time savings and cost reductions achieved during pilot tests.  B. Assess willingness to allocate R&D budgets towards new digital solutions over multi-year cycles. | | |
|  | **Script Update:**  A. Include more detailed questions about existing IT infrastructure and data management practices.  B. Prepare targeted questions regarding regulatory compliance and risk management.  C. Offer case studies or preliminary data demonstrating ROI and efficiency gains.  D. Ask for recommendations on other key decision-makers to speak with in subsequent engagements. | | |
| **VI.** | **Headline for this Engagement:**  Pharma R&D Leaders Seek Pilot-Proven, Secure AI Solutions to Accelerate Drug Discovery Under Stringent Regulatory Demands | | |