

# HelixMind

## 12-Month Go-To-Market Plan for an Early-Stage AI–Biotech Platform

*A realistic and execution-ready roadmap for launching HelixMind.*

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### Months 0–3 — Build the Core & Establish Scientific Credibility

#### Primary Focus

- **Develop the smallest functional version of the platform.**
- **Validate core scientific components with friendly researchers.**
- **Demonstrate the system’s ability to generate meaningful biological predictions.**

#### Key Objectives

- **Functional prototype demonstrating end-to-end workflow**
- **3–5 early research collaborators (academic or industry)**
- **One scientific white paper or benchmarking report**

#### Credibility Requirements

**You must prove that:**

- **The AI models generate biologically relevant predictions**
- **The FASTA parser and genomic pipelines are accurate**
- **Mutation simulations and evolutionary predictions are scientifically grounded**

#### Outcome of Phase 1

**A credible, technically sound foundation that early adopters and biotech startups can take seriously.**

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### Months 4–6 — Launch the Research Pilot Program

#### What You Do

**Offer free or low-cost pilot access to:**

- **Academic labs**
- **Graduate/post-graduate researchers**
- **Small bioinformatics groups**
- **Synthetic biology communities and clubs**

**This phase is about stress-testing the product in real research environments.**

#### **What You Gain**

- **Dataset expansion**
- **High-quality feedback from active researchers**
- **Early validation**
- **Real-world use cases**
- **The beginnings of a scientific community**

#### **Targets**

- **200–500 pilot users**
- **10 labs using the platform consistently**
- **First case studies or “success stories” demonstrating research impact**

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### **Months 7–9 — Begin Outreach to Biotech & SynBio Startups**

#### **Target Customers**

**Small to mid-sized companies working in:**

- **Microbial engineering**
- **Drug discovery pipelines**
- **Protein design**
- **Pathogen or resistance analysis**
- **Genome engineering and molecular design**

#### **Outreach Strategy**

- **Direct email campaigns**
- **Attendance at SynBioBeta and similar conferences**
- **Active participation in bio/AI Slack and Discord research communities**
- **Thought leadership content (technical blogs, benchmarks, preprints)**

#### **Goals for This Phase**

- **5 paying startup customers**
- **2 enterprise proof-of-concept (POC) engagements**

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## **Months 10–12 — Expand Into Mid-Biotech & Pre-Clinical Companies**

### **When to Scale**

**Once the platform is stable, validated, and delivering measurable outcomes for early customers.**

### **New Target Segments**

- **Biomanufacturing startups**
- **Antimicrobial and anti-infective therapeutics companies**
- **Mid-size AI drug discovery firms**

***(Avoid hospitals, hospitals systems, and large pharma until Year 2–3 due to regulatory, compliance, and data-handling requirements.)***

### **End-of-Year Targets**

- **\$100k–\$300k annual recurring revenue (ARR)**
- **One major scientific or commercial partnership**
- **A publicly verifiable benchmark or evaluation demonstrating clear scientific value**

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## **End of Year 1 — Establishment & Investor Confidence**

**By the end of the first 12 months, you should have:**

- **A validated scientific product**
- **Real paying customers**
- **A community of researchers**
- **Clear market traction**
- **The foundations needed for a credible Seed or Series A raise**

**Our company becomes “real” in the eyes of investors, collaborators, and the broader biotechnology community.**