

Metsera 

**WELCOME
TO METSERA**

2023 | Version 1.0



Our purpose: Reduce the physical, emotional & economic burdens of obesity —thereby creating value for all stakeholders



YOUR ONBOARDING JOURNEY IS COORDINATED BY A THREE TRACK LEARNING AND DEVELOPMENT ROUTE.

PRE - FIRST 30 DAYS
LAYING THE
FOUNDATION

FIRST 60 DAYS
FOCUS & EXECUTE

90 DAYS & BEYOND
EXECUTE & SUSTAIN

ORGANIZED BY OUR FOUR PILLARS OF HUMAN STRATEGY

VALUES & BEHAVIORS

- Culture: core values and promulgated behaviours
- Alignment, capabilities, and engagement
- Communications

ORGANIZATION

- Unit 1 /7/70
- Composition of small groups, clarity of assignment, and flexibility
- Scope of control, accountability, and responsibility
- Group chartering, competencies

SUPPORT SYSTEMS

- Facilities
- Information technology
- Education programs (internal)
- Perquisites
- Work style

PERFORMANCE, RECONITION, & REWARDS

- Ownership vs. employment
- Goal setting and goals alignment
- Measuring performance and providing feedback
- Recognition – mindset, systems, currencies



LAYING THE FOUNDATION

PRE - FIRST 30 DAYS

Values & Behaviors

- Innovation Framework
- Values
- Code of Conduct
- Introduction to Core Tools
 - Project Management Mastery
 - MIRS-A Table

Organization

- Team Membership and clear role
- Meet Team Leaders
- Meet with onboarding buddy
- Yearly Objectives
- “How we are organized” seminar
- Directory

Support Systems

- Computer Networks
- Eisner Amper Introduction
- Introduction to templates & forms
- Portal (in progress)

Performance, Recognition, & Rewards

- Leadership Competency Model
- Health Science Competency Model
- Payroll and benefits sign-up
- Travel policies



FOCUS & LEARN

FIRST 60 DAYS

Values & Behaviors

- Continue to employ the Innovation Framework
- Continue familiarization of tools & frameworks

Organization

- Establish critical relationships
- Confirm objectives and priorities

Support Systems

- Established access to all equipment / platforms
- Familiarity / utilization of templates & forms

Performance, Recognition, & Rewards

- Identify early wins



EXECUTE & SUSTAIN

90 DAYS & BEYOND

Values & Behaviors

- Continue to employ the Innovation Framework
- Exhibit competence in use of tools & frameworks

Organization

- Identify early wins
- Build on key relationships
- Continuous review of team and individual goals
- Deep understanding of strategy

Support Systems

- Exhibit competence in use of templates & forms

Performance, Recognition, & Rewards

Innovation Framework

The Innovation Framework codifies our reason for being and details everything from our purpose to our process.

Refer to this document often, ensuring your work is aligned with its vision and strategies, and course-correcting when it’s not.

[Download the Innovation Framework ›](#)

Innovation Framework

Ideation

Ideas we believe in

The general situation

The circumstances the world is in

- Obesity is a growing driver of colossal health & economic burden globally
- Current management is ineffective & too expensive
- Discovery of GLP-1RAs has opened new opportunities
- Current market is dominated by a duopoly
- Disruptive innovation is an attractive opportunity

Purpose

Reduce the physical, emotional & economic burdens of obesity -thereby creating value for all stakeholders

Vision

Consumers – particularly those with health risk from obesity – have a great experience losing weight, sustaining it and improving their lives at an affordable cost long term

Goals by 2050

- Reverse or prevent 5M cases of T2DM
- Reduce 25 million life years lost per year
- Reduce direct health costs by \$100B
- While generating \$50B shareholder value

Capabilities that matter

- Disruptive Innovation
- Efficient, multidisciplinary evidence generation
- Low-cost high-scale manufacturing
- Delivering great consumer experiences

Quality

We care & our stakeholders & partners experience that caring

Identity

- We are empathetic, data-driven, disruptive & trustworthy

Core Business Process

How we intend to create value

Identify needs

What is the job to be done?

- Reduce obesity-inducing intake
- Change life-long behaviors

What are the specific innovation opportunities?

- Reduced disutility
- Scaling

What is the customer (including consumer) value proposition?

- Better life (tbd)

Develop solutions

Target profile of solution

- Easier to use
- More tolerable
- Just as or more effective
- Lower cost

Search for & secure technology

- GLP-1RA & combinations
- Oral delivery
- Lowest possible COGs

Generate evidence with customers & consumers & other stakeholders

- Efficient data generation
- Stakeholder participation

Manage change

Implement solution with customers, consumers & other stakeholders

Measure impact with customers

Iterate core business process

Strategy

What we choose to focus on

	Specific situation	Main choices	Action plans
Competitive	<ul style="list-style-type: none">Massive global marketGrowing Wegovy / MounjaroScale & cost of goods matterDuopoly (others entering)Activated consumersDefensive payers	<ul style="list-style-type: none">Global strategy day-1Benchmark everythingLow PPE investmentDisruptive innovationEngage consumersPartner with payers	<ul style="list-style-type: none">Develop multiple productsSuper-efficient evidence generation.Manufacture via partnersAttack disutilityExecute consumer launchEngage payers up-front
Human	<ul style="list-style-type: none">Biopharma + consumerismLifelong consumer quest	<ul style="list-style-type: none">Multidisciplinary talentProvide lifelong engagement	<ul style="list-style-type: none">Recruit & empower diversityCreate compelling experience
Financial	<ul style="list-style-type: none">Capital intensiveRisk of dilution	<ul style="list-style-type: none">Build leading syndicatesTranche with value step-upsAccess public markets early	<ul style="list-style-type: none">Active constant engagementJust-in-time financingRun it like its already public
Communications	<ul style="list-style-type: none">Major current coverageLikely over-exuberance	<ul style="list-style-type: none">Stay quiet until POCSimple measured messages	<ul style="list-style-type: none">Prepare for fund-raising, consumers, and payers

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IDEATION

Ideas we believe in

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 - More tolerable
 - Just as or more effective
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- Search for & secure technology?
- GLP-1RA & combinations
 - Oral delivery
 - Lowest possible COGs

- Generate evidence with customers & consumers & other stakeholders
- Efficient data generation
 - Stakeholder participation

Manage change

Implement solution with customers, consumers & other stakeholders

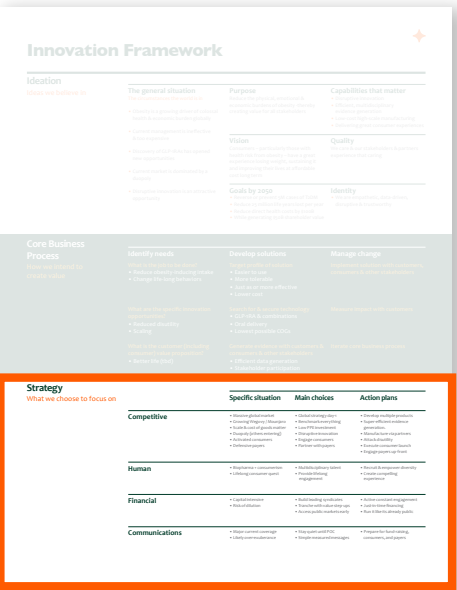
Measure impact with customers

Iterate core business process



STRATEGY

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