Professional Services Menu

Choose a numbered service or combine several into a project. Quote the service numbers when you contact WyteRock.

Why choose WyteRock

Work directly with a senior lead who connects scientific evidence with commercial decisions. Choose a single deliverable or a coordinated program, with specialist input where needed. Each assignment defines the decision, the evidence it needs and the next action.

Business and marketing plans

For leaders preparing a launch, entering a new market, or building the case for investment.

Choose a service	What you receive
01 Business plan	Executive summary, business model, target customers, operating plan, financial assumptions, milestones and funding needs.
02 Marketing plan	Customer segmentation, positioning, messaging, channels, campaign calendar, budget and performance measures.
03 Market feasibility study	Demand and competitive assessment, route-to-market options, barriers, financial scenarios and a recommendation on whether to proceed.
04 Facility feasibility study	Capacity and site requirements, operating assumptions, capital and operating cost drivers, implementation risks and decision milestones.
05 Commercialization and launch plan	Launch sequence, pricing and channel strategy, evidence needs, owners, milestones and adoption measures.
06 Market and competitor scan	Market landscape, relevant competitors, observed market signals and implications for strategy.
07 Pricing and business model	Pricing options, sales assumptions, unit economics and sensitivity analysis.
08 Market entry and distributor strategy	Country prioritization, distributor shortlist and scorecard, commercial terms for review, onboarding and performance measures.

Product Analysis and Technical Content

For teams that need to compare products, explain technical value or prepare materials for customers, partners and decision-makers.

Choose a service	What you receive
09 Product analysis	Review of intended use, features, supporting evidence, strengths, limitations and practical improvement opportunities.
10 Comparative analysis	Side-by-side comparison of products or technologies across agreed criteria, with source references and gaps identified.
11 Case study	A client-approved account of the challenge, approach, results and lessons, backed by available evidence and cleared for the intended audience.
12 Technical writing	Technical reports, white papers, scientific manuscripts, conference abstracts, executive briefs, and technical presentations.
13 Marketing material	Brochures, one-page product sheets, sales decks, campaigns, launch copy and messaging tailored to the buyer.
14 Website content	Page structure and copy for home, service, product and landing pages, with calls to action and defined review points for claims.
15 Sales and technical training	Product training decks, onboarding guides, facilitator notes, competency questions and assessments.
16 Proposals and tender materials	Client proposals, statements of work, response matrices and executive summaries aligned to the scope and submission requirements.

Clinical, Regulatory and Operational Support

For diagnostic, MedTech, biotech, laboratory and healthcare programs approaching a development, evidence or deployment decision.

Choose a service	What you receive
17 Clinical evidence roadmap	Evidence-gap assessment, literature synthesis, claims review and prioritized clinical-development milestones.
18 Study and validation materials	Protocol frameworks, assay or biomarker validation plans, site materials, consent drafts and case report forms for specialist review.
19 Regulatory and quality readiness	CE/IVDR/MDR gap review, technical documentation plans, ISO 13485 SOPs, audit readiness and CAPA support.
20 Market access and reimbursement	Pathway and evidence review, stakeholder mapping and a plan for addressing pricing, access and reimbursement questions.
21 Laboratory and operations review	Workflow and capacity assessment, supplier qualification, cost drivers and practical performance measures.
22 Manufacturing readiness	Tech-transfer planning, facility readiness, commissioning and operational handover workstreams.
23 AI and digital workflow design	Clinical co-pilot and screening use cases, interface concepts, pilot and evaluation plans, cloud or on-premises integration and data governance.

Investment, IP and Partnerships

For organizations preparing to raise capital, evaluate an opportunity, secure a partner or coordinate delivery.

Choose a service	What you receive
24 Investor and board materials	Investor pitch deck, investment memorandum, use-of-funds narrative, financial scenarios and board decision papers.
25 IP and patent strategy	IP asset inventory, patent landscape and filing-readiness analysis, claims-to-product mapping and commercialization priorities.
26 Licensing and partnerships	Partner shortlist, non-confidential brief, co-development proposal, licensing options, royalty scenarios and outreach materials.
27 Acquisition and due diligence	Build-buy-partner assessment, target scouting, red flags, management questions and data-room requirements.
28 Grants and consortia	Partner map, governance structure, work packages, milestones, impact narrative and budget rationale.
29 Program delivery and fractional leadership	Senior strategy or business development support, governance, risk register, resource coordination and executive reporting.

How to request services

Send us your priority, target audience and timing. We can scope a single deliverable, a focused project, an advisory retainer or fractional leadership. Alex Mansour, CEO, leads the engagement and coordinates specialist input where needed.

Formal legal or patent opinions, regulated valuations, and other reserved professional work are assigned to appropriately qualified specialists.