

Master Your Market

Workshop concept and original materials by Christine Dahlman Jacobsen, SmiLe Venture Hub.

Training camp description

Master Your Market will help you build a strong understanding of the healthcare landscape, identify and prioritize the most relevant customer segments, refine and strengthen your value proposition, and communicate your story clearly, consistently, and persuasively across presentations, digital channels, and other important stakeholder touchpoints.

Key takeaways from the workshop

Understand and own your market - Meet the market early through interviews, pilots and conferences to test assumptions and improve product–market fit. Use tools like Business model Canvas, PESTEL and SWOT to read key trends and clarify where you fit in the value chain, who uses, decides, pays and influences, and how your offer compares to current practice and competitors.

Focus your segments and positioning - Segment your market and select a few clear, reachable “beachhead” segments. Aim for a winning position where urgent customer needs overlap with what you do best and where competitors are weakest, keeping in mind that adoption in life sciences is long, multi-stakeholder and evidence-driven.

Build brand, story and digital presence - See brand as trust, not just logo. As CEO you own the narrative: explain why this problem, why your solution and why now, and ensure the same core story appears in your pitch deck, website and LinkedIn.

Best practices

Make market learning a routine - Block time every month for structured customer talks and pilots. Capture insights in a shared document and turn them into concrete decisions on features, pricing, evidence and target segments. Track a few simple KPIs (e.g. customer meetings, pilots started, reasons for wins/losses).

Work from a few priority segments - For each chosen segment, write a one-page profile: key problem, must-have benefits, main stakeholders, needed evidence and go-to-market route. Use this to align product, clinical, regulatory and commercial work, and update it as you see what gains real traction.

Operationalise your brand and story - Create a small set of core assets: master pitch, one-pager, basic website structure and a simple LinkedIn plan (e.g. monthly updates with milestones or insights). Practise your story with the team so everyone can explain the company in a similar way, adapted to clinicians, payors or investors.