

Build investor confidence with science-backed strategy

Securing funding in today's biotech market requires more than innovative science, it demands a strategic, credible, investor-ready plan. Certara's Bio Venture Catalyst offering is purpose-built to help early stage biotechs and emerging ventures to stand out to investors and funding partners. We combine scientific, regulatory, and commercial expertise to help you craft a compelling narrative, define a clear development trajectory, and confidently articulate the value of your program.

Why it matters

Investors expect a plan that de-risks development and delivers a clear path to value creation

But many early-stage companies struggle to gain traction because:

- Drug development is resource-intensive and high-risk
- Development timelines are long, and capital is limited
- Proof-of-concept must stand out in a crowded field
- Investors require confidence in your asset, team, and trajectory

To compete for capital, emerging biotechs need to demonstrate more than scientific potential, they must present a credible case for success.

Our solution

Certara's Bio Venture Catalyst offering helps early-stage biotechs to:

- **Craft a compelling scientific and commercial case** grounded in unmet medical need and differentiation
- Position your asset strategically with **market, competitive, and stakeholder analysis**
- Build a credible, **milestone-driven development roadmap** with model-informed decision making and NAMs-based approaches
- Develop investor-ready materials and messaging to support fundraising and partnership discussions

The Certara advantage

Turn your innovation into a fundable opportunity

155+

biotech clients
added in
2024 alone

15

active partnerships
with top VC,
investment, and
PE firms

\$65B+

in value enabled
through licensing,
IPOs, and M&A

90%

Certara's customers have
received 90% or more of
all novel drug approvals
by the FDA from 2014
through 2024

40%

of Certara's services
revenue is driven by
small pharma

Key Benefits

- Accelerate time to investor engagement
- Position your science with strategic clarity
- Increase confidence with de-risked, data driven plans
- Partner with industry experts trusted by investors

Meet our experts

Certara's Bio Venture Catalyst is led by seasoned strategists with experience in fundraising, VC collaboration, and biotech innovation.



Fran Brown, PhD

Senior Vice President, Global Head Drug Development Science

Fran has 25+ years of experience with strategic and operational drug development from early discovery to filing and post-marketing.



Max Vargas

VP, Evidence & Access Strategy

Max has 20+ years in both scientific training and experience in healthcare product development that are important for evidence-based value and access strategies for pipeline and marketed products.



Colin Callaghan, R.Ph, MBA

Senior Director, Program Leadership

Colin has 30+ years in the pharmaceutical industry primarily in multi-disciplinary drug development leadership roles, including 25 years with early development/early-stage programs.

Book a complimentary strategy session with one of our experts and start building an investor-ready plan today.

Connect with us today

About Certara

Certara accelerates medicines using biosimulation software, technology, and services to transform traditional drug discovery and development. Its clients include more than 2,600 biopharmaceutical companies, academic institutions, and regulatory agencies across 70 countries.

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