

Green Room Technologies. Turning good ideas into good business. Green Room specializes in business, market and technology readiness. Our clients are health tech companies with medical device and software products. Our services enhance innovation, interoperability, growth and investment potential.



Assessing Viability (\$2500):

Engagements with Green Room typically begin with our [Business Viability Assessment \(BVA\)](#) - an in depth, collaborative analysis of your company's market, technology, and business strategies with an eye toward investment readiness and growth potential.

Following discovery, Green Room will deliver a detailed and actionable strategic plan for achieving viability and attaining your business goals.



Achieving Viability (\$5000/mo):

Based on our BVA findings, Green Room will work with you to implement a strategic viability plan through regular weekly sessions with our senior leadership.

Whether you're validating proof of concept, establishing market acceptance, or scaling your solution, our goal is to help you achieve viability in the highly competitive health tech space.

- Our clients typically opt for a 3-month retainer in order to gain traction.
- If you elect three months, your BVA is included with your first month fee.
- You may discontinue your engagement at any time with 30-day notification.



Diving Deeper (Additional \$2500-\$5000/month)

Green Room also offers deeper dives to address mutually identified business goals. These engagements often involve targeted outreach and introductions to our global health tech, healthcare, and funding networks. The Green Room Service Briefs below address our capabilities in these areas:

- [Market Readiness](#) - research, messaging, positioning, and growth opportunities
- [Technology Readiness](#) - architecture, data and interoperability strategies
- [Funding Readiness](#) - messaging, materials, introductions
- [Communications Strategy](#) - content marketing assessment, strategy, execution

Adding "A Deeper Dive" to any monthly engagement will be based on a mutually agreed upon Scope of Work. Additional fees for time and materials may be incurred, pending prior approval.



Digital Marketing Campaigns

In order to convey complex concepts in ways that compel technology adopters and investors, Green Room will work with you to produce targeted digital marketing campaigns including:

- Early adopter programs
- Investment opportunities
- Webinars and events

These campaigns target a wide but strategic audience often using automated outreach tools. Campaigns developed solely by Green Room or in conjunction with your marketing team are managed closely by Green Room marketing leadership - so that we can engage directly and elevate conversations with interested parties toward demos, discussions, and sales.

Services can be offered as part of a package or ala carte.

Feature	Basic \$5,000	Premium \$7,500	
Tailored Lead Gen & Cultivation	X	X	Additional fees for time and materials may be incurred, pending prior approval.
Automated Email & Social Media Outreach	X	X	
Messaging & Positioning	X	X	
Campaigns and Landing Pages	X	X	
Content Curation & Distribution	X	X	
Original Content Creation (copy, video, graphics)		X	
Social Media Ad Campaigns and Management		X	
Lead Followup, Intros & Demos		X	
Reporting & Dashboards		X	
CRM Support		X	

Example of typical engagement

