



ORANGE COUNTY BIO

CGT Marketing Solutions for the Next Wave

If Your Value Isn't Obvious, It's Invisible

Poor positioning doesn't just confuse, it quietly kills your momentum.



MISSSED LEADS

Buyers move on before they ever talk to you.



INTERNAL CONFUSION

Sales and marketing don't align.



PRICING PRESSURE

You can't justify your premium.



LONGER SALES CYCLES

Buyers hesitate when it's unclear.

Poor Messaging

Trusted CGT partner

Tailored solutions for your needs

End-to-end support

Stronger Messaging

Used by 80% of lentiviral CDMOs in preclinical workflows

Designed for QC teams at early-stage CGT startups with no automation

Built to integrate with your LIMS and deliver results in <48 hours

THE TAKEAWAY

Clarity wins. Confusion gets skipped.

One specific example is worth a thousand buzzwords.

Quick Wins to Clarify Your Edge

3 Prompts for Your Team



What do we enable better than anyone else in CGT?



What do customers trust us for, even outside the scope of our contract?



What challenges do we embrace that our competitors avoid?

Swap This

Innovative

Flexible

Partner of choice

For This

Built to validate potency assays in half the time

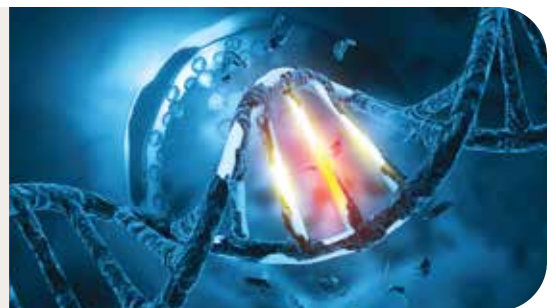
Modular tools that adapt to any AAV protocol

Trusted by 40+ gene therapy process development teams in IND stage

Bonus Self-Check: Are You Truly Differentiated?

Ask yourself:

- Can buyers explain your value without your help?
- Would your competitor say the same thing?
- Do you solve a problem others avoid?



Need help sharpening your positioning? Contact us today to schedule a free consultation and learn more about how Orange County Bio can help your company reach its marketing goals.