



## ORANGE COUNTY BIO

CGT Marketing Solutions for the Next Wave

# Find What Makes You Different

A 15-minute team exercise to uncover the strengths no one else can claim.

### FOUR AREAS OF DIFFERENTIATION



#### Expertise

- Do you have knowledge or technical depth others don't?
- *Example: proprietary assay validation methods, regulatory know-how.*
- Score: 1–5 \_\_\_\_\_



#### Trust

- What do customers rely on you for, beyond deliverables?
- *Example: responsive troubleshooting, reliable timelines.*
- Score: 1–5 \_\_\_\_\_



#### Bold Choices

- What do you take on that others avoid?
- *Example: complex QC workflows, high-variability sample sets.*
- Score: 1–5 \_\_\_\_\_



#### Proof

- What evidence backs up your claims?
- *Example: % adoption in CGT workflows, turnaround times, case studies.*
- Score: 1–5 \_\_\_\_\_

## IDENTIFY YOUR EDGE

**Prompt:** Circle your top 1–2 categories with the highest scores. These are your strongest candidates for differentiation.

**Action box:** Our edge is most clear in: \_\_\_\_\_

This worksheet gives you a starting point. Turning raw strengths into a market-ready story is what we do best. **Connect with Orange County Bio** to sharpen your positioning and stand out in cell and gene therapy.