

The P3 Acceleration Group

The P3 Acceleration Group™ (P3) is a group of experienced executives whose careers have been focused on taking innovative ideas to market by strategically navigating the buildout of best-in-class life science and diagnostic organizations. This experience makes us uniquely equipped to be involved in all aspects of your due diligence on new or existing investments (business analysis, industry thesis, competitive landscape, business/pricing model, and financial modeling as it relates to validation of the assumptions in the model to determine the return expectations). This includes the following services:

Reading/reviewing business plans and pitch decks, which may include the inventor disclosure(s), provisional patent(s), and inventor interview.

Assessing market/company attractiveness through identification of product definition and target market segments, as well as a competitor analysis to help identify potential revenue growth and traction.

Working in a strategic capacity with existing portfolio companies as either a coach/mentor role or as a fractional executive team member as needed.

Preparing market analyses and presentations to assist with investment decisions and for engagement with the firm's extensive network of corporate relationships.

The P3 partners will be made available to participate in and if asked to contribute to weekly internal meetings in which new investments and portfolio companies are discussed.

We understand that the decision to make an investment requires rigorous evaluation of the product and the competitive landscape to see how it might potentially fit into the existing ecosystem. P3 offers you access to a seasoned multiple disciplinary executive team that is experienced in the tech industry and can remove some of the uncertainty of a clear path forward.

Meet The Partners

Sally Bowden

Sally has over 30 years of experience in the quality, regulatory and operations field in medical devices, companion diagnostics, education, and health care systems. She has extensive executive experience in establishing the quality and regulatory path forward for numerous successful companies such as Vice President of Regulatory, Operations and Quality at Vigilant Biosciences, Inc., General Manager at OncAlert Labs, Vice President of Quality Systems and Process Improvement at Ventana Medical Systems and as Vice President of Quality and Regulatory Compliance at Roche Diagnostics Corporation. Sally has also served as an Associate Professor for Purdue University School of Engineering and Technology where she developed the Quality Management Curriculum within the Mechanical Engineering Technology department.

Resume available upon request.

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TJ Johnson

TJ is an accomplished CEO and well-rounded executive with more than 25 years of experience in medical devices, research tools and diagnostics. He has extensive experience in strategy development & deployment, corporate development, private & public capital raise, building teams, and driving growth via portfolio/product development, commercialization excellence and stewarding high performance cultures. He led all aspects of HTG's successful IPO in 2015. Mr. Johnson has also led lean transformations including Ventana winning the 2006 AME national manufacturing excellence award.

Resume available upon request.

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BJ Kerns

BJ is a proven marketing, sales and operations executive leader in the life science and diagnostic industries. She has extensive experience in assessing and developing business plans and growth strategies that include business analysis, industry thesis, competitive landscape, product/pricing models, and financial modeling. She has assisted in private & public capital fund raises and the IPO filing of HTG. BJ also is experienced with US and international regulatory submissions, inspections, and product life-cycle management and support. Strong technical foundation with 30+ years of experience in developing highly successful marketing programs and advertising campaigns.

Resume available upon request.

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