

Finding your biotech ICP

A GUIDE FOR FOUNDERS & MARKETERS

In the biotech sector, where stakeholders range from PhD scientists to risk-averse procurement officers, tailoring your message is the difference between building conviction and being ignored.

To achieve **Message-Market fit**, you must move past broad demographics and identify your “segment of one”. Use this guide to define the specific needs of your primary stakeholder.

TECHNICAL IDENTITY



The job title: who is the specific decision-maker? (e.g., Head of Discovery vs. Clinical Operations Manager).

The workflow: where does your solution sit/lives in their day-to-day (e.g., wet lab, office, facility...)



The evidence: do they need raw data, peer-reviewed citations, or a high-level ROI case study?



The friction: what is the specific bottleneck keeping them from their next milestone?

The status quo: what are they currently using, and why is it failing them? What's the cost of inaction?



The fear: what are they most afraid of (e.g., failed trial, securing deals/investments, or wasted budget)?

THE PAIN-POINT AUDIT

THE VOCABULARY MATCH



The language: list 5-10 keywords they use in their meetings.

The taboos: what "marketing buzzwords" make this audience immediately skeptical?



The fit: what keywords about your offer or your brand truly resonate with them or mirror their language?