

## **Newtricious client work testimonial**

When entrepreneurship and innovation come together and accelerate, your company and people soon catch the eye of potential shareholders and various stakeholders. That's what happened with Newtricious, an emerging Dutch biotech company which successfully develops and markets nutraceuticals derived from eggs and other natural sources.

To help speed up their development, the management of Newtricious approached SweetSpotCorp with the request to provide operational PR support and strategic guidance in building the foundations for brand development and reputation management. Their key questions to us: how to organize our go-to-market, and how best to tell the Newtricious story? The efforts of SweetSpotCorp are allowing Newtricious to fulfill its strategy, build brand value, secure strong return on investment and engage stakeholders moving forward.

SweetSpotCorp has focused on developing a new brand positioning for Newtricious and creating a brand promise that connects to its mission, vision and values. In a messaging guide, we have established a lifestyle and healthcare descriptor and accompanying differentiators, supported by Points of Views and Proof Points.

In reputation management, SweetSpotCorp leveraged the Newtricious stakeholder engagement effort by pro-actively seeking PR visibility with relevant themes and issues, identifying speaking opportunities and media engagements, while preparing for issues to be dealt with in mapping risks and putting in place a stakeholder and risk management process.

The company is today focusing on its operational and business development plans for dry AMD functional food (for treatment of blindness in the old) and food supplements and ingredients for maintenance of healthy blood vessels. Newtricious continuously strengthens its organizational structure and positioning while building a stronger long-term positioning by developing IP that drives high potential multiple revenues with high risk factor. The company has become an attractive business and research partner with a scientifically seasoned team/network of people, eligible for third party or government funding and on its way to be solid investment in future biotech, connecting science and well-being.

