

# Science & Wellness Innovative Management



We run the business. You run the science.





# Welcome to SWIM

## Empowering Your Business Through Tailored Solutions

At SWIM, we bring decades of hands-on experience in building companies from concept and startups to growth phases through to commercial success. We have seen the pivotal moments, the game-changing decisions, and the lessons learned from the woulda, coulda, shouldas.

SWIM was created to help startups and SMEs thrive by addressing what often gets overlooked because teams are busy focusing on the science, getting funding, and attending all the conferences to network and gain connections that may create partnerships to fuel their company. From global strategy in business development, finance, grant management/R&D tax credit support, marketing, and operations to brand-building, conference and event support, and networking, we provide comprehensive solutions to guide your growth.





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# About Us

## Your Trusted Partner for Strategic Growth

Born from a shared passion for helping small and start-up companies thrive, SWIM combines decades of experience building and supporting early-stage and small firms to provide targeted services to the life sciences, health, and wellness industry.

After years working side-by-side Tisha and Lauren recognized a pattern of needs consistent with many companies they worked with, they decided to form a boutique-style firm purpose-built to deliver targeted, high-impact support where traditional roles fall short.

### Our Vision and Mission

SWIM's Vision is to be the transformative force that revolutionizes the health and wellness industry for small and startup companies. We envision a future where our tailored services empower businesses to thrive, foster well-being, and create lasting impact. Through innovation, collaboration, and unwavering commitment, we aspire to elevate the health of individuals and communities alike by supporting successful companies.

Our Mission is to empower small and startup companies in the health and wellness sector by providing targeted services that enhance their growth. We catalyze positive change and contribute to a healthier world through strategic marketing, streamlined business operations, and impactful conference participation.



45+

years of combined experience

100+

combined satisfied clients

Proven

results across industries



# Our Core Services

## Business Strategy & Growth

Building tailored growth strategies that position your company for sustainable success and market competitiveness.

## Grant Management

Identifying opportunities, writing winning proposals, and ensuring compliance to maximize non-dilutive funding.

## HR/Talent Solutions

Recruiting, retaining, and developing top talent with scalable HR systems and culture-driven practices.

## Business Plan Development

Creating data-driven, investor-ready plans that articulate vision, validate markets, and attract capital.

## Conference Support

Delivering seamless event planning, logistics, and execution that amplify your brand and networking impact.

## Operations Management/Bookkeeping

Providing accurate financial tracking, reporting, and controls to optimize efficiency and minimize risk.

## R&D Tax Credit Support

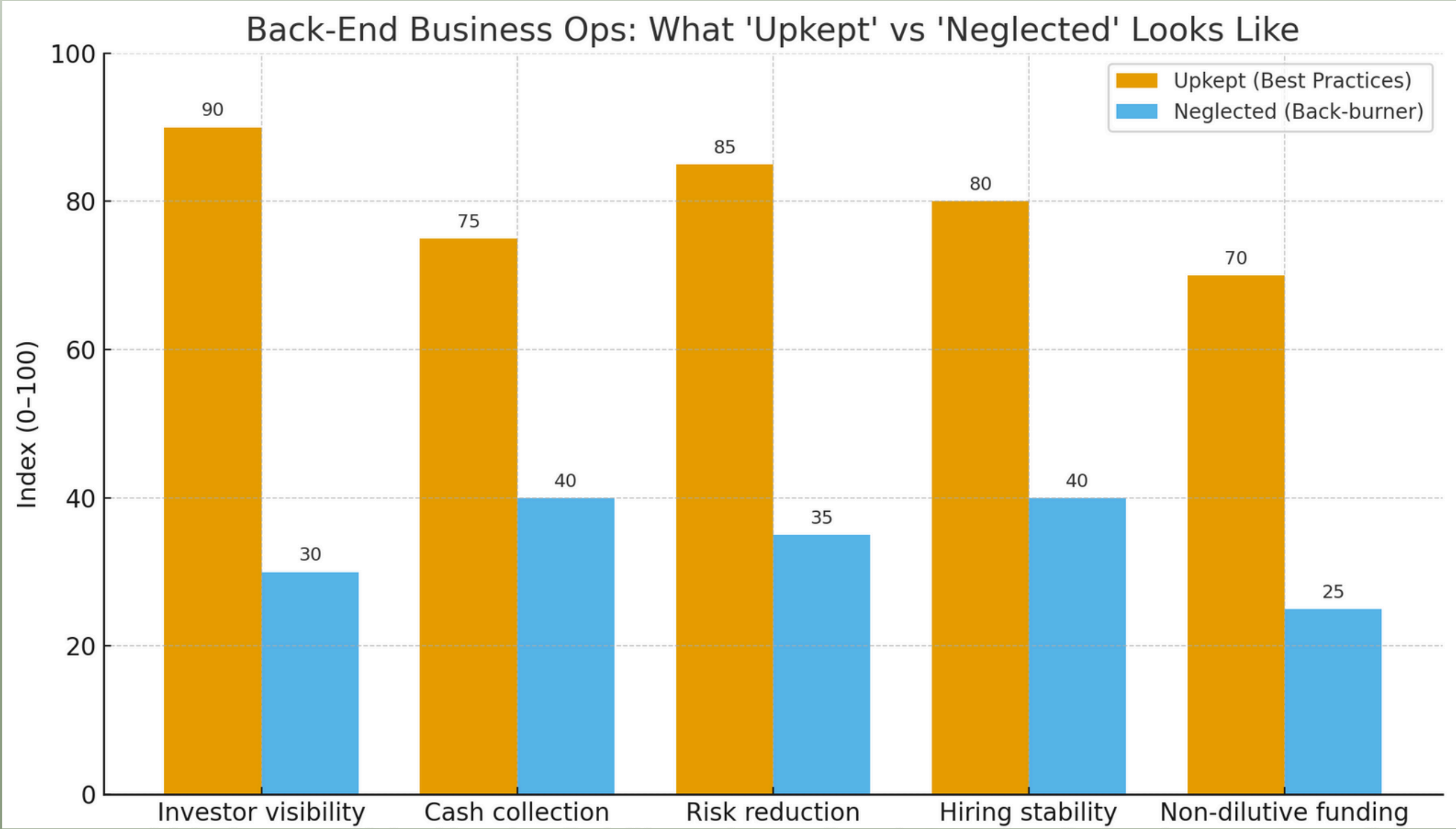
Navigating complex tax regulations to secure maximum credits and reinvest in innovation.





# Market Insights

Science thrives when the business runs.



Sources: Brunswick; Intuit QuickBooks; ACFE.



# How We Work

Our Process: Collaborative, Strategic, Impactful



## Discovery & Analysis

We begin by understanding your unique needs, goals, and challenges through in-depth consultation and data-driven analysis.



## Strategic Planning

Based on insights, we design tailored strategies to align with your business objectives and deliver measurable results.



## Implementation & Support

Our team work alongside your team to implement solutions seamlessly, ensuring smooth transitions and sustainable growth.



## Continuous Optimization

We monitor progress, analyze outcomes, and make necessary adjustments to maximize long-term success.





# Our Strategic Solution

Customized Strategies for Sustainable Success

## Tailored Approach

Every solution is designed to address your unique challenges, leveraging industry expertise and innovative thinking.

## Comprehensive Strategy

We integrate competitive positioning and actionable plans to achieve your objectives.

## Focused on Measurable Results

Our solutions emphasize achieving tangible outcomes, from increased revenue to enhanced customer engagement to intact business flow.

## Collaborative Execution

Partner with us for seamless implementation, ensuring alignment with your business goals every step of the way.



# What Our Clients Say

Reviews give founders proof of outcomes, reduce risk in choosing a partner, and keep us accountable to the results your science deserves

“

A bundle of knowledge, reliable, and quick response time!!

Tara H.

“

Highly recommend. I wanted someone to completely take over our marketing for me so I could focus on everything else. I have seen a big increase in volume and my business is thriving. It's beyond reassuring to have a marketing team that I trust. Go with them, you won't regret it!!

Stacey P.

“

Very bright and intelligent woman that can be depended on.

Tamaria B.



# Ready to Grow Your Business?

**Book a call → 2) Diagnostic → 3) Action plan → 4) Execute & report**

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Need back-end support? Book a 20-minute discovery call.

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Grants/R&D Tax Credits? Request our eligibility checklist.

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Prioritized action plan with clear owners and cadence.

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Don't wait—your success starts today!

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# Thank You

**We Run the Business. You Run the Science.**

**For inquiries or next steps, feel free to reach out.**

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INNOVATIVE MANAGEMENT