



## CLIENT SUCCESS

Vital View was started in 2019 on technology from the University of Notre Dame. The company's technology was the basis for a medical device that could analyze water content for patients with congestive heart failure.

To be successful long term, the company needed to accomplish two primary goals. The first was to get large animal data to validate the technology, which it could then use to raise an A round of funding to get the technology through FDA phase I human clinical trials. This would take roughly \$6m in capital to accomplish.

**By applying the principles of **SPORT** the company was able to complete the large animal study on time and under budget and, as a result, then was able to close a round of capital needed to get to the next milestone of FDA approval.**

### SPORT's principles, led to the following outcomes:

- It made transparent to all senior leaders and their entire team membership the importance of both goals and why the goal mattered to the firm's strategic intent. **Without the large animal data, fundraising would not be possible, and without funds, the company would have failed.**
- Each involved team created two aligned goals which drove the achievement of each team's quota including: The science team's research program & The marketing team's presentation marketing campaign.
- The CEO's work with venture capitalists and investors led to a successful funding round, making FDA approval a possibility.

At first, the teams struggled to think of what would help. Marketing suggested that they couldn't really help with either goal. But as they thought hard about it, they realized that their presentation expertise mattered a great deal for both scientific and investor presentations.

It was also apparent that the goals required significant regular attention. Even though everyone knew what needed to be done, the attention to detail that the transparency of KPAs encouraged made sure the quality of outcomes was as high as possible.



SPORT not only uncovered the right KPAs, but helped the teams hold themselves and other teams accountable to implementing the right actions to collaboratively get the large animal data and the next round of VC funding.

