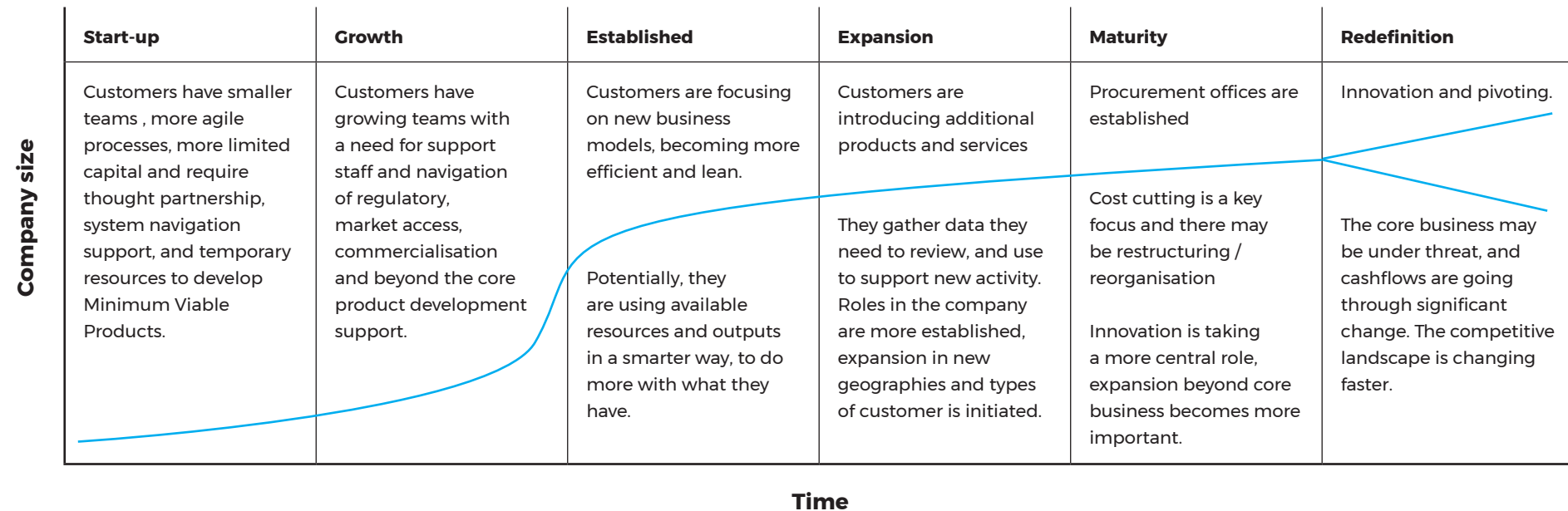# At different lifecycle stages, companies will require different support

If companies are targeted across stages of the lifecycle, services across the stages will have to be readily available. If however, there is a focus on certain stages, services and resources can be more clearly developed for certain support

Start-up	Growth	Established	Expansion	Maturity	Redefinition
Customers have smaller teams , more agile processes, more limited capital and require thought partnership, system navigation support, and temporary resources to develop Minimum Viable Products.	Customers have growing teams with a need for support staff and navigation of regulatory, market access, commercialisation and beyond the core product development support.	Customers are focusing on new business models, becoming more efficient and lean. Potentially, they are using available resources and outputs in a smarter way, to do more with what they have.	Customers are introducing additional products and services They gather data they need to review, and use to support new activity. Roles in the company are more established, expansion in new geographies and types of customer is initiated.	Procurement offices are established Cost cutting is a key focus and there may be restructuring / reorganisation Innovation is taking a more central role, expansion beyond core business becomes more important.	Innovation and pivoting. The core business may be under threat, and cashflows are going through significant change. The competitive landscape is changing faster.

Company size (y-axis) / *Time* (x-axis)

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Company size (y-axis)

Start-up	Growth	Established	Expansion	Maturity	Redefinition
Space		Customers are focusing on new business	Customers are introducing additional	Procurement offices are established	Space
Support / technology					
Technical staff			They gather data they	Cost cutting is a key focus and there may be restructuring / reorganisation	Technical staff
support, and temporary resources to develop	Lab staff				be under threat, and cashflows are going through significant
Support / admin / operational staff		are using available resources and outputs	Roles in the company are more established,	Innovation is taking	change. The competitive
		Data			
Bioinformatics staff					

Time (x-axis)