

## Example consulting project



### About LifeQ:

- [LifeQ](#) is a US-based healthtech, building advanced software algorithms for consumers to improve their health.

### Scope of project:

- Build a strategy for maximizing the monetizable value of LifeQ's data assets and software, supporting future VC investment and customer growth.

Timeline: June 2018 – Feb 2020

### Methods applied:

- Independent analysis, using the FIR approach (Findings, Implications, Recommendations).
- Interviews with key stakeholders, to gather nuanced insights – investors, strategic customers, C-suite, management, and technical developers.
- A holistic framework showing how data and algorithms can be applied to maximize solution value to corporate customers and their end users.

### Impact:

- LifeQ successfully raised funds from VC investors.
- New solution offerings were proposed to strategic customers, based on optimal use of data and software.

*Raminderpal provided needed strategic and asset-utilization clarity to our investors and our C-suite. This enabled us to both raise further money and to optimally plan our asset development. We were very impressed, and after the project was completed I personally invited him to launch a data science startup Incubate Bio.*

Dr Riaan Conradie, co-Founder and Director, LifeQ