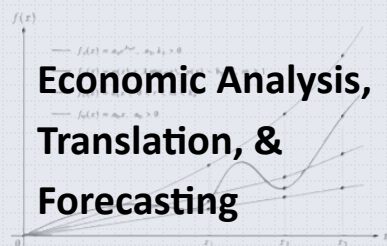


GREY THEOREM

Economics & Life Sciences Advisory

Using scientific methods to solve business and economics problems.



Economic Analysis, Translation, & Forecasting

- Tailored macro & micro economic analyses
- Specified countries or global focus
- Translation of economics to sales data and forecasts
- Executive economic and strategic advisory

Quantitative & Qualitative Market Research

- Customized market sizing, scenario-based forecasting
- HCP & Consumer survey design, analysis, project manager
- Competitive intelligence + Market intelligence
- Financial, Leadership, and Operational Dossiers

Research Technology Design & Review

- Accomplished RNA and mathematics innovator
- Disease modeling, assay design, process development
- Scientific due diligence, preclinical research review
- Professional Brainstormer

Grey Theorem is founded on the principle that mathematics and logic-driven thinking produce a measurable strategic advantage. Integrating quantitative rigor, qualitative analysis, and scientific reasoning, our firm develops tailored frameworks for understanding complex systems — from economic environments and commercial markets to emerging biotech and translational research.

Grey Theorem supports clientele including marketing and sales teams, private investors, biotech firms, startups, executives, and governmental agencies through engagements such as macroeconomic interpretation, forecasting, strategic market analysis, competitive intelligence, and scientific due diligence.

In a landscape increasingly filled with noise, automation, and fragmentation, Grey Theorem focuses on structured insights, analytical discipline, and human-first advisory relationships.

GreyTheorem.com



Advisory@GreyTheorem.com

Josef Grey

Founder & Principal Consultant | Grey Theorem



Professional Summary

Interdisciplinary scientist and mathematician innovatively translating complex scientific, economic, and market data into actionable insights, technologies, and therapies.

Areas of Expertise

- Economic and Market forecasting & modeling
- Scientific research, focus in RNA biochemistry and Systems biology
- Mathematics, focus in nonlinear probability for apps in quantitative and qualitative modeling
- Competitive Intelligence, Market Landscape, and Primary Investigations
- Brand Analytics, and Voice of Customer for Healthcare Physicians and Patient-Consumers

Selected Experience

Grey Theorem – Founder & Principal

- Merz Aesthetics – Commercial Strategy / Market Intelligence
- BCC Research – Life Sciences Market Research
- Research Scientist – Biochemistry / Systems modeling
 - Boston Children's Hospital, Harvard University, Dana Farber Cancer Center, Moderna, Alnylam, ...

Selected Publications & Thought Leadership



7+ original research whitepapers

- Economic theory, Multilayer systems biochemistry, Behavioral psychology in applied sociology, AI applications in organizations, macroeconomic analysis and modeling, ...



Scientific domain expertise

- RNA biochemistry and biophysics, molecular biology and systems biology across mRNA, tRNA, siRNA, lncRNA, snRNA, gRNA, circular RNA, and novel modal of RNA.
- Systems and disease biology, focus in neurology, cancer, and orphan diseases.



Economic modeling methodologies

- Multivariable "econometrics"
- Nonlinear probability theory-biochemistry hybrid Economic Engine model for advanced economic systems forecasting



Life Sciences Market research innovations

- Mechanism of Action (MoA) and Pathway Specificity-Interplay Matrix for complex medical therapeutic landscapes



Grey THEOREM

GreyTheorem.com

Advisory@GreyTheorem.com



GREY THEOREM

Case Study

Market Entry Risk Modeling for High-Growth Life Sciences Market

- Challenge** Mid-sized life sciences distributor with specialized CRO services seeks Go-No-Go for expansion into rapid growth biopharma market under high executive pressure for growth.
- Method** Integrated primary and secondary competitive intelligence across product and services portfolio, competitor and customer financial analysis, with economic and market forecasting to evaluate market maturity, positioning, and commercial sustainability.
- Insight** Growth was isolated to specific government stimulus, not commercially viable for full operational expansion. Government investment via secondary bill provided for defined biotech ecosystems from research center to seed, creating future opportunities.
- Impact** Advised caution; export products without operational expansion, pursue business development directly with research centers and incubators. Balanced short-term risk while investing in medium to long-term pipelines. Client embraced slow international growth, preserving strategic flexibility for a conglomerate merger, consolidation of existing markets.

Case Study

Global Voice of Customer & Market Landscape Program

- Challenge** Modernized large global medical device company's legacy Voice of Customer and competitive intelligence program for enterprise-wide strategic support.
- Method** Led development of >150 question survey collaborating with interdisciplinary and senior stakeholders. Sourced and managed physician-panel providers to recruit over 1,200 credential-verified healthcare professionals across six countries and twelve medical specialties. Analyzed and translated all data into a series of strategic reports and presentations for executive, commercial, and regional leadership and teams.
- Insight** Synthesized over 200,000 responses into executive-level commercial recommendations. Identified competitive positioning, customer behaviors, and purchasing trends across clinician and practice characteristics such as patient volume, procedure mix...
- Impact** Grey Theorem's Brand Theme framework condensed data into actionable and confident recommendations. Results informed pricing strategy, global and regional marketing priorities, promotional investments, Sales leadership changes, and acquisition strategy.

Don't guess. Hypothesize. Analyze. Translate.

Schedule a confidential consultation at Advisory@Greytheorem.com, or Greytheorem.com.

 GREY THEOREM