



Pilot program, cold success.

Five contracts won, \$68,250, from a cold list — including one shaped by a reply-triggered personalized diagnostic.

\$68,250

won across five contracts, to 8 Oct 2026

5 of 5

contracts sourced from the cold list

1,859

Phase I/II winners segmented cold

6

prospects asked for a Snapshot diagnostic

01 COMPANY OVERVIEW

m.zoro Consulting helps small life-science companies win NIH SBIR/STTR funding, led by Michele Zoromski. The engagement began as a pilot in July 2026 — a fixed-scope test, run before any larger commitment.

02 THE CHALLENGE

m.zoro's new business ran on Michele's own network. The pilot needed to prove a second, repeatable source of qualified conversations — timed to NIH's recurring deadlines — before scaling further.

03 STRATEGY

- 01 – Cold net-new and warm existing contacts, run in parallel — segmented by Phase II winners (1,255), Phase I winners (604), and cross-agency lookalikes.
- 02 – Sent an AI-built “Snapshot” diagnostic — assembled from each company's own funding history — to firms that had engaged but not yet converted.
- 03 – Timed to NIH's September 8 SBIR/STTR deadline. The next cycle tests a sharper cut: physician-founders who fit the ideal-customer profile.

04 RESULTS

Five contracts won from the cold list during the pilot — \$68,250 in total as of 8 October 2026, 5 of 5 cold-sourced.

Six prospects asked for a Snapshot. One of them signed.

05 NEXT STEPS

A 30-minute conversation — then, if it fits, a small fixed-scope pilot on your own list before anything bigger.

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