

1 This document outlines a rapid strategic assessment of Tomorrow Biostasis and highlights a first set of
 2 business development opportunities. The purpose is not to present a finished strategy, but to identify the
 3 most promising commercial levers, sharpen the discussion at leadership level, and suggest where
 4 focused action could create momentum quickly.

5 **1. Strategic assessment**

Area	Assessment
Strengths	<ul style="list-style-type: none"> - First-mover advantage in Europe. - Scientific and medical credibility. - End-to-end service model covering standby, transport, perfusion, and storage. - Strong positioning within the fast-growing longevity sector. - High-touch lead handling through personal consultation, including founder involvement.
Weaknesses	<ul style="list-style-type: none"> - Fragmented naming and storytelling across Tomorrow.bio, “Tomorrow Biostasis,” “Tomorrow,” and EBF. - Communication lacks the depth needed for a complex, high-friction decision process. Biostasis involves legal planning, insurance, family consent, and long decision cycles, yet the current journey appears to expect commitment after limited website reading. - Mid-funnel education and objection handling are underdeveloped, especially around governance, pricing, logistics scenarios, legal and ethical questions, and family concerns. - The current tone does not always build trust: some content feels too casual, some too niche or technical, and certain tactics, such as a €100 Amazon voucher, may feel misaligned with the seriousness of the service. - Third-party validation is limited, and the value of “membership” is not yet clear.
Opportunities	<ul style="list-style-type: none"> - Partner-led distribution through life insurers, estate planners, private banks, concierge medicine providers, longevity clinics, and funeral services. - Category leadership by normalising biostasis as serious future planning rather than science fiction. - International brand pull as “the European leader,” especially for clients outside the EU who value European legal protections and geographic proximity. - A stronger policy voice to shape standards, definitions, and cross-border procedures. - Potential US expansion as a media hook and growth lever, with access to tech, crypto, and longevity communities.
Threats	<ul style="list-style-type: none"> - Reputational and incident-related risk. - Tighter regulation. - Competition from established US players. - Pressure on financial sustainability if growth lags behind infrastructure costs.

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9 **2. Working assumptions**

- 10 - Accelerate qualified sign-ups.
- 11 - Move toward break-even with commercial discipline.
- 12 - Establish a defensible leadership position in Europe before the category matures and
- 13 competition intensifies.

14 **3. Initial business development priorities**

15 **a) Reposition the brand from technical niche to category-defining future planning**

16 Tomorrow Biostasis should lead with the strategic vision before explaining the operational mechanics.
17 Biostasis is unlikely to scale if it is framed only as a technical or medical service; it needs to be positioned
18 as a credible, aspirational form of long-term planning for people who think seriously about the future. The
19 brand should project scientific credibility, emotional intelligence, and cultural confidence.

- 20 - Build a recognisable movement around the idea of preserving future possibility, not simply
- 21 preserving bodies.
- 22 - Develop sustained relationships with journalists who cover longevity, frontier science, and
- 23 future-of-health topics so that coverage becomes more regular, balanced, and influential.
- 24 - Use partnerships with associations and expert communities to support both public education
- 25 and long-term policy positioning.
- 26 - Strengthen the membership concept so it feels like joining a pioneering, mission-led community
- 27 rather than buying a one-off service.
- 28 - Use member stories to make the decision relatable; narrative will persuade more effectively than
- 29 explanation alone.
- 30 - Consider an annual “Tomorrow Summit” that convenes scientists, futurists, philosophers,
- 31 policymakers, and members to anchor the category in Europe and reinforce market leadership.

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33 **b) Own the European conversation through thought leadership**

34 Tomorrow Biostasis has an opportunity to become the European reference point for serious debate on life
35 extension, future medicine, ethics, and governance. That position will not be won through operations
36 alone; it requires visible intellectual leadership and consistent external presence.

- 37 - Build academic credibility through partnerships with universities, biotech institutes, and
- 38 relevant scientific conferences.
- 39 - Create flagship long-form content, such as a podcast or YouTube series featuring respected
- 40 third-party scientists, philosophers, and futurists.
- 41 - Partner selectively with longevity influencers, biotech investors, and adjacent opinion leaders
- 42 who can expand reach without weakening credibility.
- 43 - Publish sharp, well-argued opinion pieces that frame cryonics and biostasis as serious societal,
- 44 scientific, and philosophical questions.
- 45 - Take an active policy role by helping shape practical guidance on consent, transport,
- 46 governance, and long-term patient status in Europe.

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48 **c) Simplify the proposition and remove avoidable friction**

49 The external story should be significantly simpler and more coherent. Internal governance structures may
50 remain distinct, but the offer should feel seamless and easy to understand from the outside.

- 51 - Present Tomorrow Biostasis and EBF within one clear narrative that explains roles, safeguards,
- 52 and responsibilities in plain language.
- 53 - Choose one primary brand name and one consistent service description, then apply them
- 54 everywhere without exception.
- 55 - Make the customer promise instantly understandable: what the service is, how it works, what is
- 56 included, and why it matters.

57 **d) Expand the addressable market beyond niche early adopters**

58 The current audience appears concentrated among highly engaged, technically curious prospects. Future
59 growth will likely depend on broadening the target base while also building stronger partner-led channels.

- 60 - Tech-forward early adopters, especially professionals in innovation-led sectors and existing
61 longevity communities.
- 62 - Affluent singles and families interested in continuity, legacy, and long-term planning.
- 63 - Partners in adjacent sectors that can act as trusted intermediaries rather than purely
64 transactional sales channels.
- 65 - Priority partner categories could include:
- 66 - Financial: life insurers, private banks, family offices, and life-planning fintechs.
- 67 - Healthcare and longevity: concierge medicine providers, longevity clinics, and rejuvenation
68 businesses.
- 69 - Legal: estate planning networks, notaries, and cross-border law firms.
- 70 - End-of-life services: funeral providers and hospice organisations, supported by carefully
71 designed protocols and education pathways.
- 72 - Academic and policy institutions: bioethics centres, cryobiology researchers, think tanks, and
73 standards bodies.

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75 **e) Shift the tone of voice toward trust, meaning, and clarity**

76 Messaging should move away from defensiveness and technical fascination and toward trust, relevance,
77 and emotional clarity. People need to understand not only what biostasis is, but why a rational, thoughtful
78 person might choose it.

- 79 - Sell the outcome, not the mechanism. Phrases such as “We give you time,” “Continue your
80 story,” or “Tomorrow does not have to end” are directionally stronger than technical
81 descriptions alone.
- 82 - Normalise the decision through language that is calm, human, and future-oriented rather than
83 eccentric or provocative.
- 84 - Address emotional barriers before technical objections. Trust and resonance should come first;
85 detail should come second.
- 86 - Use emotionally grounded storytelling featuring families, couples, scientists, and professionals,
87 rather than speaking mainly to transhumanist enthusiasts.
- 88 - Develop practical support materials, such as family conversation guides and decision support
89 resources.
- 90 - Use humour with caution and only where it reduces taboo without undermining seriousness.

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92 **f) Redesign the funnel to build confidence and commercial momentum**

- 93 - Discovery: Broaden relevance by explaining the service more clearly and by building trust through
94 bite-sized, frequently refreshed, third-party-validated content such as explainers, interviews,
95 member stories, and quarterly updates.
- 96 - Consideration: Build a stronger middle of the funnel with clear process explanations, objection
97 handling, myth-busting content, scenario maps, short webinars, and practical planning kits covering
98 legal steps, consent, and family communication.
- 99 - Conversion: Make the final decision feel manageable through pre-call questionnaires, structured
100 sales calls with clear next steps, follow-up summaries, checklists, and tailored packages for couples
101 or families.
- 102 - Post-sign-up: Strengthen retention and advocacy through thoughtful onboarding, recurring updates
103 on research and legal matters, and carefully curated community experiences.

104 **g) Make trust architecture a visible commercial asset**

105 In this category, trust is not a supporting feature; it is a core part of the product. Governance, safety, and
106 accountability therefore need to be made much more visible.

- 107 - Establish an independent ethics and advisory board spanning ethics, law, cryobiology, and
108 critical care.

Initial Business Development Priorities for Tomorrow Biostasis

Strategic discussion draft



- 109 - Commission annual third-party audits covering operations, finances, and safety, and publish
- 110 accessible summaries.
- 111 - Explain clearly how Tomorrow.bio and EBF relate to one another, including ownership, decision
- 112 rights, and fund protection mechanisms.
- 113 - Publish clear incident-response principles and, where appropriate, communicate transparently
- 114 after significant events.
- 115 - Define member rights clearly, including patient advocacy mechanisms and options for family
- 116 involvement.

117 **Strategic conclusion**

118 The opportunity for Tomorrow Biostasis is bigger than selling an unusual service. The company has the
119 chance to define the category in Europe. It already has several strategic advantages: a compelling
120 mission, scientific seriousness, and first-mover positioning. The next step is to convert those strengths
121 into broader trust, sharper positioning, stronger partnerships, and a more mature commercial engine.

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