

6 Essential Strategies for Small Biotechs to Thrive in a Challenging Market

In today’s rapidly evolving biotech landscape, small companies are navigating a complex mix of economic pressure, regulatory upheaval, and intense global competition. Yet, amid these headwinds, there are also powerful tailwinds —emerging technologies, global trial opportunities, and a renewed focus on innovation— that can help small biotechs not only survive but thrive.

Drawing insights from **Small Biotechs, Big Decisions**, a podcast series by Citeline, small biotech leaders should consider six essential strategic imperatives to make the right decisions.



Adapt to a New Economic Reality

- Build lean, milestone-based development plans
- Prioritize assets with the strongest commercial and clinical potential
- Focus on capital efficiency — every dollar must deliver measurable value

Leverage AI and Real-World Data to Drive Efficiency

- Integrate AI and RWD into clinical development strategies
- Reduce “white space” and accelerate timelines



Navigate the Shifting Legislative Landscape

- Diversify trial locations
- Seek pathways to de-risk development and expand market potential

Use Competitive Intelligence to Stand Out

- Be ready to pivot as the market dictates
- Formulate a robust, data-driven development plan



Think Partnerships First, Not Last

- Develop a clear partnership strategy with the flexibility of optionality
- Be ready to co-license, co-develop, or out-license based on long-term goals

Capitalize on Global Momentum

- Actively engage with international networks, accelerators, and partnering platforms
- Identify and connect with investors and collaborators that best fit your needs



Small biotechs may be under pressure, but they’re also uniquely positioned to innovate, adapt, and lead. By making smart, data-driven decisions and embracing global opportunities, they can do more than weather the storm — they can shape the future of medicine.

For more insights, listen to the full podcast series **Small Biotechs, Big Decisions**

Hosted by **Daniel Chancellor**, VP, Thought Leadership, Norstella and **Claire Riches**, VP, Clinical Solutions, Citeline, the podcast shares the truth about the current biotech landscape covering market dynamics, regulatory shifts, and strategic decisions to help biotech leaders navigate uncertainties and drive innovation.

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