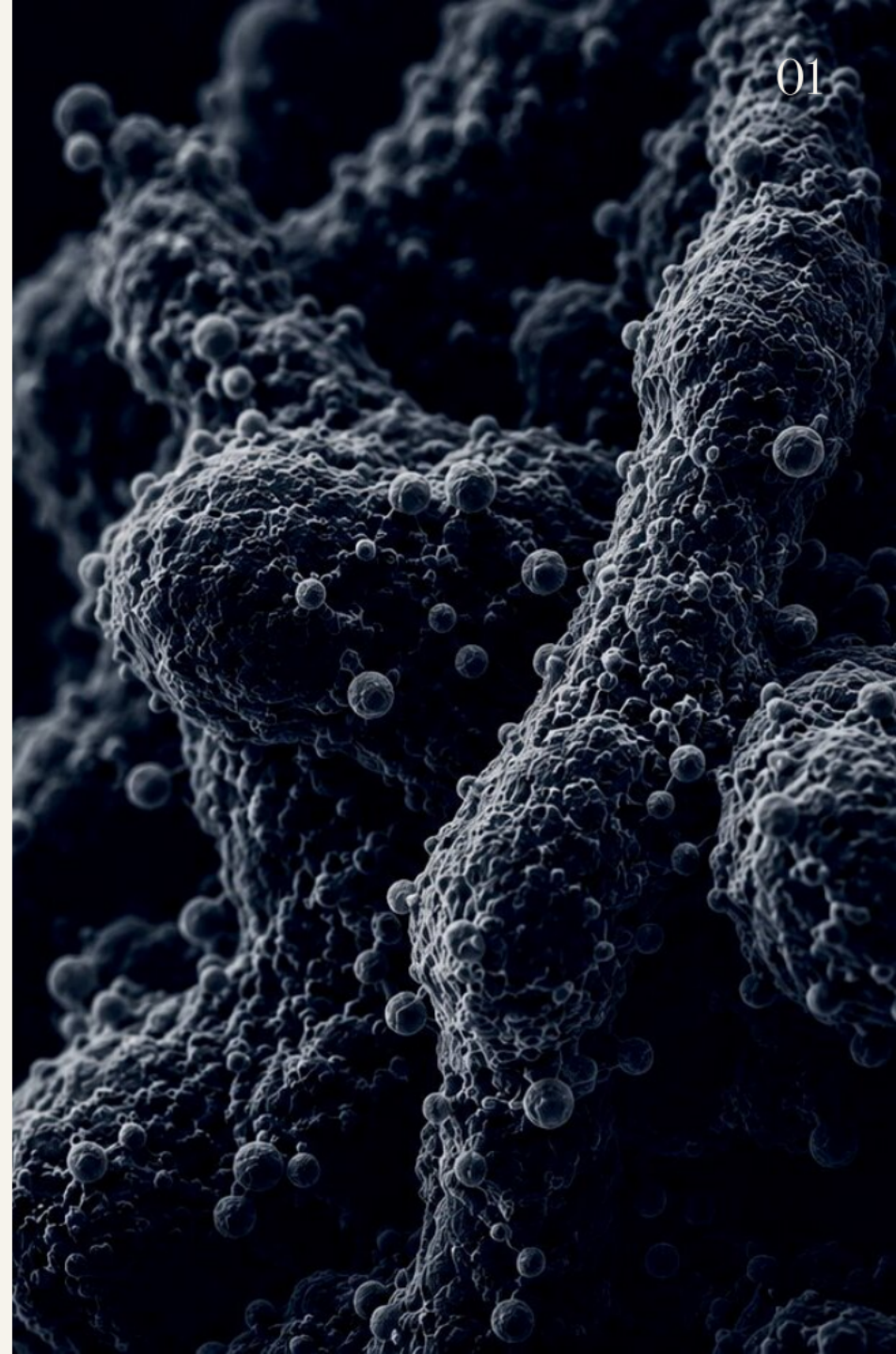


Microbiome value
is real.

Are you really
capturing it?

STRATEGIC ADVISORY
FOR MICROBIOME LEADERS

AUGUST 2026



STRATEGIC QUESTIONS

Questions microbiome leaders have brought to Bridgyz.

Each one points to where
value may exist, or what
is blocking it.

Our microbiome sales are stagnating. What needs to change?	GROWTH
Could you review our activities and recommend a five-year direction?	STRATEGY
We are considering a non-therapeutics product. Can you help us stress-test the idea?	INNOVATION
We are raising funding. Can you support investor due-diligence?	CAPITAL
We need an insider view of the microbiome sampling landscape. Where are the strongest opportunities?	MARKET
We are selling the business. Can you review the sale pack and identify value that may be overlooked?	TRANSACTION
How do we stay competitive over the next five years?	COMPETITIVENESS

THE RECURRING PATTERN

When science, market and value are not lining up.

SCIENCE

What the evidence supports.

MARKET

What the market is ready to adopt.

VALUE

What the organisation can capture.

The issue is rarely in one place.

It lives in the gaps between them.

A DIFFERENT VANTAGE POINT

The answer is rarely where everyone is looking.

The advantage is the vantage point: across what the science supports, what the market will adopt, where value can emerge and what the organisation can carry.

BUILT INSIDE THE FIELD

Quadram Institute
EnteroBiotix
CosmosID
Eagle Genomics

12 years · four senior leadership roles
Research institute · biotech · CRO · SaaS

SCIENTIFIC DEPTH

20 years in research.

PhD in molecular biology

Trained to interrogate evidence
and biological complexity.

STRATEGIC RANGE

10 strategic projects.

Growth · Adoption · Competitiveness
Investment · Transactions

THE OUTCOME

What should be different after we work together?

Move faster on what matters. See more from above, across and ahead. Put time and capital behind the choices most worth making, and find what the current model cannot see.

SELECTED OUTCOMES

What happened?

€800k

CONTRACTED REVENUE

Six-month fractional CBO engagement

3x

COMMERCIAL GROWTH

Within three months

\$1M+

FUNDING SUBSEQUENTLY SECURED

Following positioning and investor preparation

Selected outcomes across representative mandates. Company names withheld for confidentiality. Results reflect client context and Bridgyz contribution.

WHAT CHANGED

The number came last.

First, something in the business had to change.

COMMERCIAL OPPORTUNITY

Became clearer.

EXISTING ASSET

Found a credible new market.

PROPOSITION

Became easier to understand and buy.

PLATFORM

Moved from bespoke delivery towards repeatable scale.

INVESTMENT STORY

Became clearer and more defensible.

CLIENT VOICE

What clients say made the difference.

Across four different contexts, clients connected the work to a concrete result.

WHAT THEY VALUED

WHAT IT ENABLED

Integrated science, business and strategy.



Refined positioning.
Well-informed decisions.

Precise strategic vision.



Anticipated complex challenges.
Guided critical decisions.

Deep sector understanding and relationships.



Opened doors to partnerships and business opportunities.

A clear, actionable roadmap.



Built alignment.
Surfaced critical insights.

FOUR WAYS TO ENGAGE

The format follows the situation.

Different ways to work together. Chosen around the business, team and decision context.

FOCUSED OUTSIDE VIEW

Review

WHEN

You want an outside view before committing more time, money or people.

WHAT IT ADDS

Clarity on what deserves attention.

TEAM SESSION

Workshop

WHEN

The right people need to work through the choices together.

WHAT IT ADDS

A shared direction the team can move behind.

ONGOING COUNSEL

Advisory

WHEN

The situation is evolving and one conversation will not be enough.

WHAT IT ADDS

Confidence as choices and conditions evolve.

SENIOR CAPACITY INSIDE THE WORK

Embedded

WHEN

Additional leadership capacity is needed to carry the work further.

WHAT IT ADDS

More momentum alongside the team.

START HERE

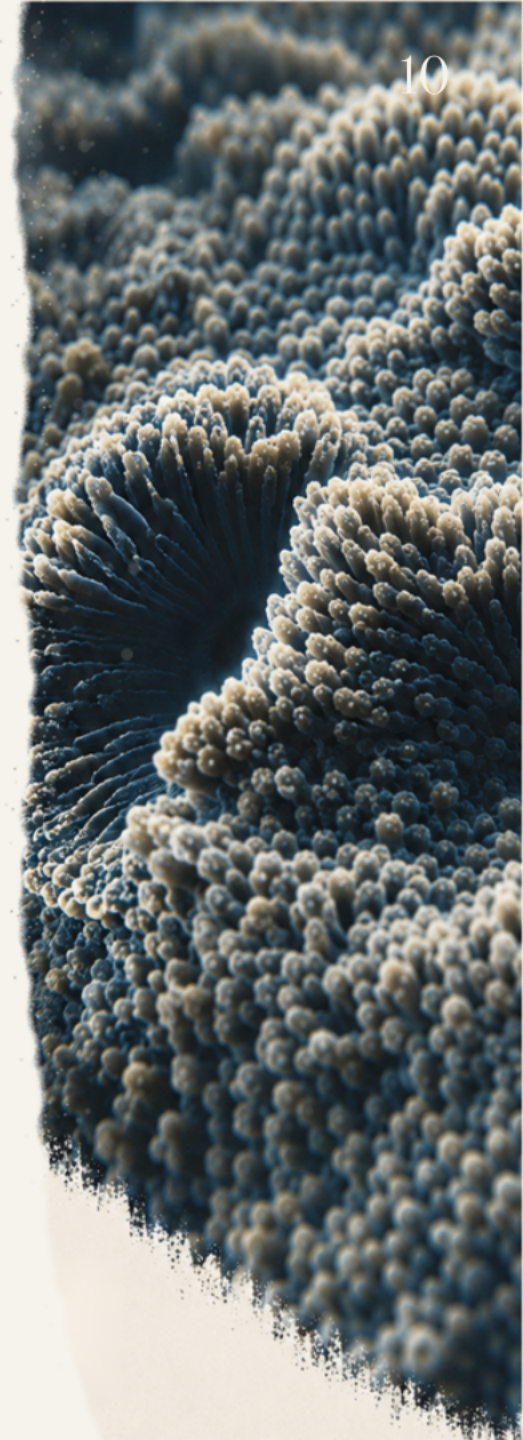
BRING THE SITUATION.

If science, market and value are not lining up,
put it in front of Bridgyz.

Christian Roghi

hello@bridgyz.com

bridgyz.com



SUPPORTING MATERIAL

APPENDIX

PAGES 12-17

12	What clients said: seeing more clearly
13	What clients said: moving forward
14	Perspectives
15	Speaking and contributions
16	Selected strategic work
17	About Christian

CLIENT VOICE · SEEING DIFFERENTLY

It changed what they could see.



REFINED OUR POSITIONING

From strategic planning to practical execution, Christian was an invaluable partner in guiding us through the complex landscape of the microbiome within industry. His ability to seamlessly integrate science, business and strategy enabled us to refine our positioning and make well-informed decisions.

CEO · MICROBIOME DRUG INTERACTION · US



ANTICIPATED COMPLEX CHALLENGES

His strategic vision, both precise and detailed, enabled us to anticipate complex challenges and guide critical decisions. Beyond his sharp expertise, it is his commitment, availability and deeply human approach that truly make the difference.

CEO · MICROBIOME ANALYTICS · EU

CLIENT VOICE · MOVING FORWARD

It changed what they could do.

OPENED
DOORS.

“

His deep understanding of the microbiome environment has provided invaluable insights. His strategic expertise and extensive contact repertoire have been instrumental in opening doors to key partnerships and business opportunities in the UK and beyond.

CEO · MEDICAL DEVICE · EU

“

He combined deep sector expertise with sharp strategic thinking to deliver a clear, actionable roadmap, building alignment and surfacing critical insights across a complex institution.

DIRECTOR GENERAL · AGRI-FOOD RESEARCH · ASIA PACIFIC

ALIGNMENT AND ACTION

CLEAR,
ACTIONABLE
ROADMAP.

PERSPECTIVES

The microbiome is not the only place to look.

Bridgyz looks outside the field for shifts that could change what becomes possible within it.

OUTSIDE SIGNAL

GLP-1 drugs are not shrinking the microbiome opportunity. They are moving it.

A shift in metabolic health changes where microbiome value may move.

BRIDGYZ PERSPECTIVE

The biggest microbiome market may not be a microbiome market.

The category is not the market.

12 QUESTIONS

If the word microbiome disappeared from the product, would the proposition still be compelling?

EXECUTIVE BRIEFING

Is microbiome adoption being designed too late?

SPEAKING & CONTRIBUTIONS

Ideas that travel.
Perspectives that stay.

Upcoming in Milan and Brussels.

UPCOMING

OCTOBER 2026 · MILAN

PANEL · BRIDGYZ

Living Medicines:
Can Manufacturing Infrastructure
Keep Pace with Progress?

CPHI EUROPE · 6–8 OCTOBER 2026

FEBRUARY 2027 · BRUSSELS

PANEL CO-CHAIR · MICROBIOME FUTURES

Next Colony:
microbiome × performance

PHARMABIOTIC RESEARCH INSTITUTE · 1–3 FEBRUARY 2027

Co-chaired with Pierre Burguière

RECENT ENGAGEMENTS

KEYNOTE · SINGAPORE · APRIL 2026

The First Mile of Health

PRESENTATION · ROTTERDAM · MAY 2026

We need to rethink microbiome testing

SELECTED STRATEGIC WORK

The projects differ. The strategic questions repeat.

Ten projects.
Three questions that recur.

01 VALUE

Where else could the science create value?

SEEN IN

- Adjacent market opportunities
- Venture creation
- Microbiome–drug interactions
- Agricultural microbiomes

02 MOVEMENT

What would make the market move?

SEEN IN

- Adoption for B2B testing and diagnostics
- Commercial recovery
- Traction and adoption
- Five-year competitiveness

03 SYSTEM

What must exist around the science?

SEEN IN

- Platform scaling
- Microbiome sampling

ABOUT CHRISTIAN

The advantage is not the experience.
It is what the experience lets me see.

Twenty years in cancer research.
Twelve in the microbiome.

01 SCIENCE

How evidence
is made.

EXPERIENCE

Cancer research
Molecular biology

02 TRANSLATION

Where value
can get lost.

EXPERIENCE

Technology transfer
Research institutes

03 OPERATING

What adoption
demands.

EXPERIENCE

Biotechnology · diagnostics
Bioinformatics · SaaS

04 ADVISING

What the decision
needs.

EXPERIENCE

Independent strategic advisory
US · UK · Europe · Middle East ·
Asia-Pacific