

Norbelin.

CASE STUDY REPORT · LIFE SCIENCES — RESEARCH-USE-ONLY BIOTECHNOLOGY

Built compliant, from the ground up.

A full-stack launch — brand, compliance, supply chain, and go-to-market — for LGA Biolabs, a research-use-only biotechnology company entering a high-risk regulatory category from zero. Engagement is ongoing; the business is currently pre-revenue.

ENGAGEMENT OVERVIEW

Building the Foundation Before the Storefront

LGA Biolabs entered a high-risk, tightly regulated category — research-use-only biotechnology — with no infrastructure: no brand, no suppliers, no digital presence, and no compliance framework. In a category where a single misstep can trigger a domino effect across the business, Norbelin's mandate was to build the foundation before building anything visible.

Disclosure: LGA Biolabs is a portfolio company of LGA Ventures, the holding company under which Norbelin also operates.

The Challenge

The business needed to launch from zero — web presence, advertising, supplier relationships, and brand identity all at once. Compounding the difficulty: the industry's regulatory exposure meant any one of those pieces done wrong could jeopardize the others. There was no room for sequencing mistakes.

The Research

Before any creative or commercial work began, Norbelin conducted extensive compliance research specific to the category — understanding exactly where the regulatory lines sat and building every downstream decision around staying inside them. This research phase set the boundaries within which brand, sourcing, and marketing decisions would later be made.

The Strategy

Compliance came first, non-negotiably. Only once that framework was settled did Norbelin move to brand — developing the full identity system (labels, business cards, stickers, packaging) around the company's mission. From there, Norbelin sourced suppliers, modeled margins, and delivered a full operational blueprint covering unit economics end to end. The go-to-market layer — email list growth, SMS, and a social strategy built to stay inside compliance guardrails — was designed to grow the audience without growing regulatory risk.

The Execution

Norbelin built the brand system, secured supplier relationships, stood up the compliance-first operating structure, and launched the site and initial marketing channels in sequence — compliance, then brand, then acquisition. Sequencing was deliberate: nothing customer-facing shipped ahead of the compliance framework it depended on.

The Outcome

The business launched fully compliant, with brand, suppliers, and go-to-market infrastructure in place before a single dollar of marketing spend went out the door. LGA Biolabs is currently pre-revenue; Norbelin is in the retention and acquisition build-out phase — growing the email and SMS list ahead of paid advertising. Revenue and traffic figures will be added to this report as the business reaches its first sales milestones.

100%

REGULATORY COMPLIANCE
SECURED PRE-LAUNCH

0

COMPLIANCE INCIDENTS
TO DATE

Pre-Revenue

CURRENT STAGE — SALES &
TRAFFIC METRICS TO FOLLOW

Engagement status: pre-revenue. Compliance, brand, and go-to-market infrastructure are in place; sales and traffic figures will be added to this report as they are earned.

NORBELIN ENGAGEMENT NOTES

Engagement Summary

INDUSTRY	Life Sciences — Research-Use-Only Biotechnology
CLIENT	LGA Biolabs (portfolio company of LGA Ventures)
SCOPE	Compliance framework, brand identity system, supplier sourcing, site & go-to-market launch
DISCIPLINES	Strategy Consulting, Brand Strategy, Systems & Operations, Digital Advisory