

A Client Case Study

# Strategic Guidance for Start-Up Lia Diagnostics



“Ken is dedicated to the success of our business.”

Bethany Edwards, CEO and Co-Founder of Lia Diagnostics, was searching for a financial expert with deep experience to help strategize the business model.

SERVICES PROVIDED TO  
LIA DIAGNOSTICS  
BY FOREMAN CONSULTING, LLC



**STRATEGY & PLANNING**  
Scenarios for growth



**CAPITAL RAISE**  
Finance the business



**PROJECTIONS & REPORTING**  
Manage what you measure



**BANK & VENDOR NEGOTIATIONS**  
Get the right deal

### Comments from the CEO & Co-Founder

Bethany was looking for someone who 'had sat on both sides of the table, bought and sold companies and had experience as an entrepreneur'. "Ken Foreman (of Foreman Consulting, LLC) was recommended to me, and he's been an incredibly trustworthy and patient advisor for Lia. We started by white boarding ideas for bringing the business to market. He is really good at visualizing concepts and supporting them with numbers. Ken helped us analyze all of the potential scenarios and decide how to move the business forward. He thinks way beyond a typical 'finance person'. He's a strategic planner and scenario analysis expert", Edwards noted.

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Foreman Consulting was also a key contributor to the successful Series A capital raise. This included preparation of the financial projections and Power Point slides, as well as creation of a detailed model to calculate cap tables for all owners/investors before and after financing, and the impact of a future sale of the business. In connection with this effort, Ken participated on calls with vendors, potential acquirers, Board members and investors, and worked closely with the entire Lia team.

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Edwards added, “Ken doesn’t just build a budget. He brings everything to the next level with meticulous details. He helped us figure out our company’s manufacturing plans. We had a hunch what it would look like, and he helped us make decisions on manufacturing, scale and processes.”

“Foreman Consulting was also a key contributor to the successful Series A capital raise.”

Edward concluded with “Ken is dedicated to the success of our business, available at all hours, any day of the week. He’s taught me a lot and there’s a lot more to learn. I’ve been fortunate to find a couple people like Ken – that educate me and help me make better decisions. I highly recommend Foreman Consulting for any start-up entrepreneurial business.”

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## Lia

### ABOUT LIA DIAGNOSTICS

As the creators of Lia – the first flushable, 100% biodegradable home pregnancy test – Lia Diagnostics is changing the face of reproductive healthcare at the pharmacy and beyond. By reengineering the at-home pregnancy test, we’ve made it good for women and better for the future of our earth.

### ABOUT FOREMAN CONSULTING, LLC

Foreman Consulting, LLC represents the accumulation of Ken Foreman’s 30+ years of experience with businesses from start-up to mature in a variety of industries. As a full time executive, Ken successfully grew and sold three different businesses totaling \$400 million of value. Now as a trusted advisor, Ken provides financial and business consulting services to a select group of clients in the Greater Philadelphia area.

### CONTACT

✉ [kforeman@foremanconsulting.com](mailto:kforeman@foremanconsulting.com)

☎ (610) 574-7346

📍 986 North Penn Oak Road  
Lower Gwynedd, PA 19002

🌐 [www.foremanconsulting.com](http://www.foremanconsulting.com)

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