

CASE STUDY

Hydromer

Architecting the Narrative That Powered
a Corporate Turnaround

How Presentation Studio engineered the foundational investment thesis for a corporate turnaround at a critical inflection point.

Client Profile

Hydromer is a publicly traded MedTech company specializing in advanced polymer and coating technologies. With a four-decade legacy, the company faced mounting pressure under new leadership (appointed April 2023) to reverse a challenging business trajectory and redefine its future.



The Challenge

In early 2024, Hydromer's new leadership faced a strategic paradox. While their initial efforts produced a strong Q1, they knew the company's deep-seated issues - "legacy program attrition" and a historically under-resourced R&D pipeline - would lead to significant declines in the coming quarters, a trend that would ultimately contribute to a 12% annual revenue decline for the fiscal year.

For Hydromer, reversing the decline would require more than operational fixes - it demanded a new story capable of convincing investors that growth was still possible. Their mandate was clear and urgent: architect a new, forward-looking investment thesis to navigate the coming storm, restore long-term investor trust, and secure a mandate for the fundamental changes required for renewal.

Our Solution

Our Solution Engaged in February 2024, Presentation Studio was tasked to architect the corporate-level narrative that would serve as the blueprint for Hydromer's renewal. Our process included:

- **Diagnostic Deconstruction:** We analyzed financial performance, competitive pressures, and leadership's strategic priorities to identify the levers of renewal.
- **Investment Thesis Architecture:** We reframed the story from a defense of past performance into a forward-looking blueprint centered on growth markets, new product pipelines (like the forthcoming HydroThrombX), and operational efficiency.
- **Narrative Engineering:** The resulting corporate deck was designed not as a presentation, but as the tangible proof of transformation - a high-stakes communication asset capable of restoring investor confidence through a difficult period.
- **Boardroom Readiness:** The materials were structured for maximum clarity under scrutiny, ensuring that Hydromer's leadership could deliver the message with conviction and credibility.

Outcome

The narrative we engineered became the cornerstone of Hydromer's new corporate strategy, equipping leadership with the foundational asset they needed to lead through the turnaround:

- **A Blueprint for Renewal:** The new corporate story provided the strategic clarity and mandate for leadership to execute difficult but necessary changes, including the complete restructuring of their R&D division in October 2024.
- **Renewed Investor Confidence:** The investment thesis gave stakeholders a clear, evidence-based rationale for supporting the long-term turnaround, even as the company navigated the challenging financial results of mid-2024.

- **A Foundation for Growth:** The narrative became the foundation for all ongoing strategic communications, guiding leadership in boardrooms, investor meetings, and market-facing engagements as they worked to reverse the company's trajectory.

This case study stands as proof that a well-architected narrative can do more than communicate strategy - it can **create it**.



We engaged Presentation Studio at a critical inflection point for Hydromer. They didn't just design slides; they engineered the foundational investment thesis that became the cornerstone of our turnaround strategy. Their work was essential in equipping our leadership team to communicate our new vision with conviction.

Michael Torti
CEO, Hydromer, Inc.

Services Rendered

- Strategic Narrative Architecture
- Investor Presentation Engineering
- Corporate Communication Design