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**FOR IMMEDIATE RELEASE**

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**Pearl Pathways participates in program to drive second-stage growth**

***Life sciences consulting company selected for prestigious Purdue Economic Gardening Program***

INDIANAPOLIS, INDIANA – January 7, 2016 — [Pearl Pathways](http://www.pearlpathways.com/), a comprehensive life science product development services company, is excited to announce its’ participation in the [Purdue Economic Gardening Program.](https://www.pcrd.purdue.edu/signature-programs/economic-gardening.php)

The Economic Gardening program is managed by the [Purdue Center for Regional Development](https://pcrd.purdue.edu/) with funding provided from a gift from the Lilly Endowment Inc.

Using an entrepreneurial approach to promote business growth, the Purdue Economic Gardening Program provides tailored assistance to second-stage companies. The program states that economic gardening “is about leveraging information using sophisticated business intelligence tools and databases that growth companies either aren’t aware of or cannot afford.”1 Four focus areas of the program include providing information that helps companies define core business strategies, delivering market intelligence, assisting in efforts to identify qualified leads, and contributing to the company’s leadership development. Purdue collaborates with the businesses to work through barriers and develop new methods.

Purdue and Pearl Pathways will focus on market intelligence analysis, geographical mapping, search engine optimization, and analyzing key industry trends. Diana Caldwell, CEO & President, states, “We are thrilled to have been selected for the program. This will allow us access to data and experts that can provide great insights into our business and the marketplace. The highly-skilled Economic Gardening team has been a pleasure to work with, and we are confident that the information they can provide will impact our business planning priorities and day to day efforts with our clients.”

“Pearl Pathways has an impressive track record of growth as has been recognized in their 2014 Companies to Watch recognition. This is an ideal company for the program, as our goal is to help them continue their trajectory of growth, hire more employees in the state, and compete on an international scale,” says Scott Hutcheson, Ph.D., Senior Associate of Purdue Center for Regional Development. The collaboration of Purdue with Pearl Pathways will pave new opportunities for both organizations and the Indiana business community.

## About Pearl Pathways

***Pearl Pathways*** is a comprehensive life science product development services company. Our experienced team is obsessed with expediting life science product development regulatory pathways. We have three business units to serve you:

***Pearl IRB*** is a full service commercial Independent Review Board that provides human research IRB reviews, IRB exemptions and waivers, and also offers support for research protocol/ICF medical writing, site assessments, and monitoring services.

***Pearl ReGXP*** is a regulatory and quality compliance consulting practice that provides regulatory filing guidance, conducts global health authority negotiations, develops/improves quality systems, and delivers GMP/GLP/GCP auditing services.

***Pearl IDEAS*** provides strategic product development assistance, third party vendor selection and management strategies, due diligence services, and sales and marketing services for drug, biologic and device companies.

To learn more, please visit us at [www.pearlpathways.com](http://www.pearlpathways.com), call us at (317) 899 - 9341, or email contact@pearlpathways.com. Pearl Pathways is located in Indianapolis, Indiana, and is AAHRPP accredited and a WBENC certified woman owned business. For media inquiries, contact Diana Caldwell at [dcaldwell@pearlpathways.com](mailto:dcaldwell@pearlpathways.com).

**About the Purdue Economic Gardening Program**

The ***Purdue Economic Gardening program*** is designed to help leaders of second-stage companies grow their businesses. The business growth approach is focused on four strategic issues: (1) core business strategy, (2) market intelligence, (3) qualified leads and (4) leadership and management team development. The Purdue Economic Gardening team has the ability to evaluate markets, run competitor intelligence, follow industry trends and new product releases, track regulations, assist with search engine optimization and web marketing, set up social media campaigns, map customer locations and densities and evaluate core business strategies. They can also do a wide variety of custom research. Funding for this program is provided by a gift from the Lilly Endowment Inc.

Purdue partners with Indiana’s local or regional economic development organizations (LEDOs and REDOs), chambers of commerce and other groups to deliver these services. For more information, connect with the Purdue program through the [Purdue Center for Regional Development](https://www.pcrd.purdue.edu/about-us/contact-us.php), call at (765) 494 - 7273, or e-mail at [pcrd-web@purdue.edu](mailto:pcrd-web@purdue.edu).

1"Indiana Business Growth Network Strategic Information for Growth Companies." *National Center for Economic Gardening*. N.p., n.d. Web. 04 Dec. 2015.