

CONCRETIZE OS SEUS PROJECTO DE GENÓMICA EM REALIZAMOS SUS PROYECTOS GENÓMICOS EN

48h

- ✓ Sequências de ADN / Secuencias de ADN
- ✓ Sequências de Genomas / Secuencias de Genomas
- ✓ Síntese de Oligos / Síntesis de Oligos
- ✓ Genotipagem / Genotipado
- ✓ Taq polymerase SURF TAQ / SURF TAQ Polimerasa

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Your Easy Genetics Laboratory
www.stabvida.com



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- Oligos & Probes >>
- DNA Sequencing >>
- Monoclonal Antibodies >>
- Genotyping >>
- Next-Gen >>
- Bioinformatics
- Dekkera Testing



We perform your genomic projects in 24-48 H

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Oligonucleotides & Probes

The best DNA oligonucleotides and probes. All QC checked! Try

DNA Sequencing - Sanger Method

Choose your best option from our different offers. Best price and quality. Fast

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We build your monoclonal antibody from the antigen you provide. Get the best experience

Genotyping & Microsatellites

SNP's, individual genome sequencing, genome walking, microsatellites. We perform your

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- ▶ Paternity Testing >>
- ▶ Lactose Intolerance
- ▶ Alzheimer Disease
- ▶ Celiac Disease
- ▶ Obesity
- ▶ Lyme Disease
- ▶ Bird Sex Determination



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Oligonucleotides & Probes




The best DNA oligonucleotides and probes, all QC checked! Try our pre-paid packs of 500 or 1000

DNA Sequencing – Sanger Method



Choose your best option from our different offers. Best price and quality, fast results and free shipping of

Monoclonal Antibodies



We build your monoclonal antibody from the antigen you send us. Get the best engineered antibody for your research

Genotyping & Microsatellites



SNP's, individual genome sequencing, genome walking, microsatellites. We perform your genotyping projects through a



DNA Sequencing: Sanger and Next Gen

We perform your genomic projects in 24 to 48 H

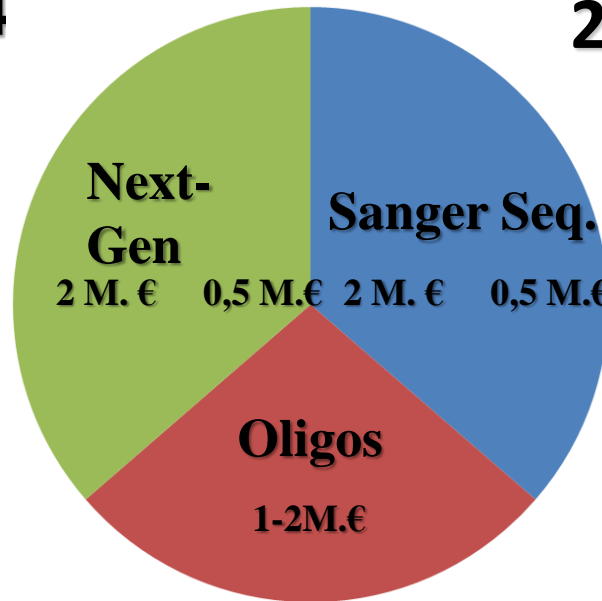
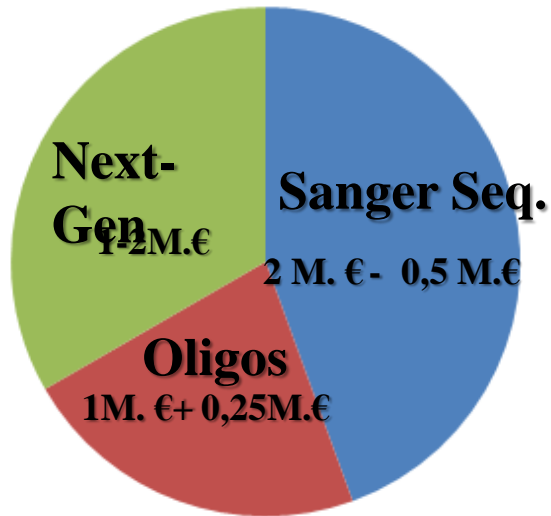
Genetics for Professionals



2012

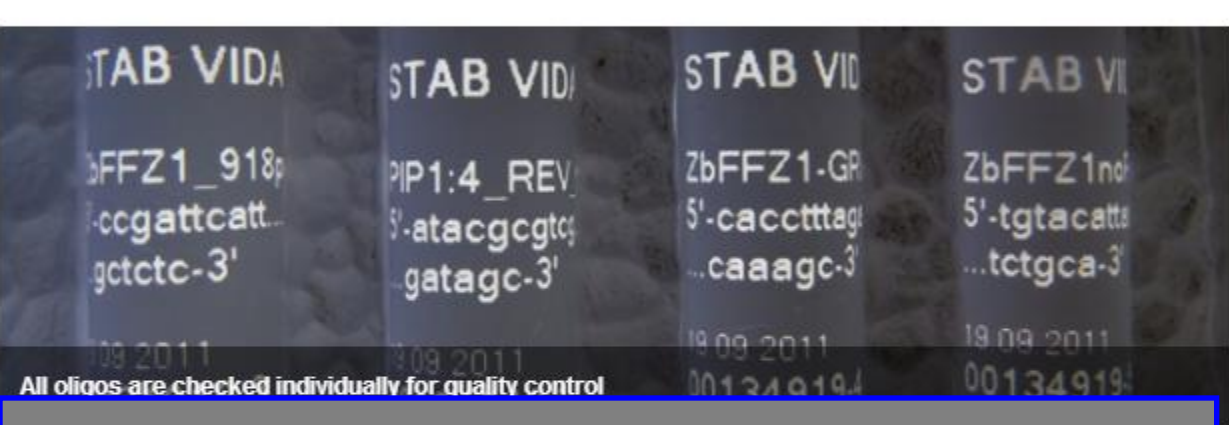
2014

2016



**+ POC
Diagnostics;

+ Pre-Natal
Dx**



All oligos are checked individually for quality control

Strengths Opportunities

- Quality is high
- Price is average low
- Packaging & Logistics(easy)
- R&D (diagnostics)
- Clients proximity
- Language

- Next-Gen & Deep Sequencing
- Diagnostic & pre-natal diagnostics
- DTC (direct-to-consumer tests)

Weaknesses

- Portuguese environment for business is hostile:
- high taxes
 - Big administrative load

Threats

- Macrogen (Sanger & Oligos)
- BGI (Next-Gen)
- Life Technologies (monopoly)
- Clients shortage on grants

Order Now your Oligonucleotides

- Order a pack of 200 Bases.
- Order a pack of 500 Bases. Save 2€!
- Order a pack of 1000 Bases. Save 10€!
- Order a pack of 10.000 Bases. Save 300€!

Ongoing promotions

- Every monday is PURA VIDA - free shipping!!
- Order a pack of 10.000 Bases and we offer your genetic profile
- Order HPLC purified oligos and get surf Taq for free!!



What we wrote in easierNGS?

1) *There is demand and market for our innovation*

...but where these are not fully in use, since these labs still lack the experience and workflow to fully transfer their current diagnostics from gold-standard to NGS. These will be exposed to the **easierNGS** pack and make it a commercial success. The first

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Figure 6. World Map of NGS platforms (only HiSeq, MiSeq and Ion Torrent) (source: <http://omicsmaps.com>)

2) *market size and growth rate, competitors and what is out there already?*

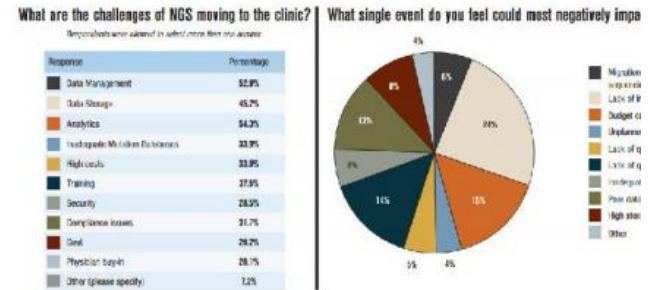


Figure 1. Identified user needs for moving NGS to clinic (source: Bio-IT World – NGS survey 2013, <http://www.bio-itworld.com/>)

3) *Why the client will prefer our innovation and not a competitor?*

Furthermore, most of the reagents sold by competing solution are for research use only, not suitable for clinical diagnostics. The certified **easierNGS** package will be suitable for clinical diagnostics and adds values because it is:

Smarter - externalizes set-up	Cheaper - cost	Validated - ISO, CE-mark, CLIA,...	...and allows Smaller - Time of implementation
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*4) We spoke about us...who we are now...
and who we will be after the project*

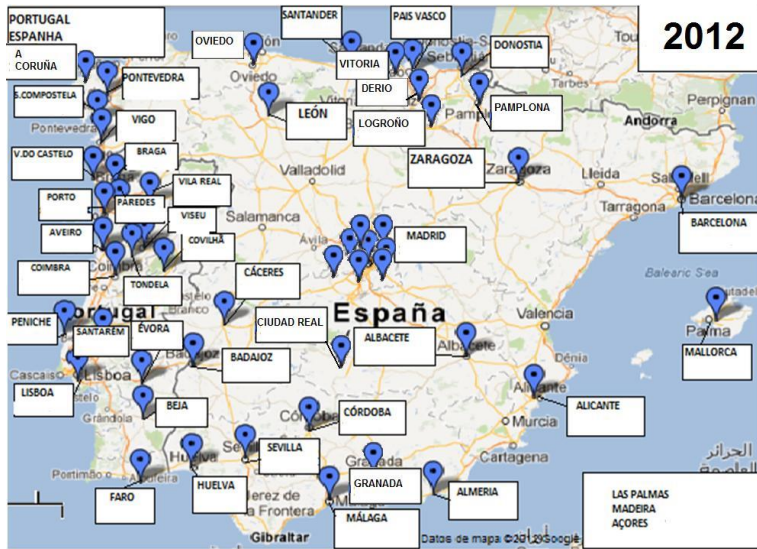
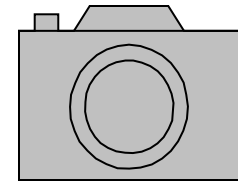


Table 2. Draft of the projected growth of STAB VIDA due to easierNGS

	STAB VIDA 2013	STAB VIDA 2014 projected	STAB VIDA after 5 years easierNGS
Turnover			
Nr of employees			
Nr of junior staff, including PhD students			
EBITDA			
Profit			
Average yearly growth			
Total existing Clients			
Clients from Diagnostic Labs			
Existing Markets			
Existing Patents			
Nr of daily visits to website			

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5) And demonstrated IPR awareness:

b) Intellectual Property, knowledge protection

The study on IPR and regulatory issues related to eas better prepare an IPR and regulatory strategy to gua viability (see Task 2 and 3. on Table 3.1.a for more det

Background	Some genomic variants, including s applications may already be protecte some of the NGS panels involved in t IPR and freedom to operate analysis l
Foreground	Licensing protected genomic variants circumvent licensing by finding other through the collaboration with key st also assess the possibility to protect protocols, procedures and applicatio allow remote data analysis in a reliab
Freedom-to-operate	During the feasibility study, freedom t of NGS platforms (Illumina and Lif Healthcare, Genia Technologies, Biocl issues covering the biomarkers includ
Regulatory	As one of the main goals of easierNG allow its proper application in cli laboratories, there is the need to diagnostics depending on the regic framework for clinical diagnostic is go out the basis for obtaining a CE mark genetic tests are classified as bei manufacturers are not required to s proper assessment related to the cer will be conducted for different countr easierNGS for the different regioi Furthermore, a risk assessment relat

6) ...As well as value for money when benchmarking the competitors...

which is currently focused in US.

	290 € - 5 days	150 € - 3 days	30 days
Non-natal screening for	2400 € - 15 days	200 € - 3 days	15 days
	3700 € - 30 days	1000 € - 3 days	30 days

7) ...And included a look-like SWOT analysis...



9) And wait for good news...good luck for all ☺

most appropriate operational and scheduling strategy. Three case studies (i.e. NGS panels for pharmacogenomics, neonatal screening and infertility risk factors) will be used to generate a proof-of-concept of the easierNGS and help define the technical aspects and guidelines for future easierNGS packages and support a conscientious "Go/No go" decision towards a real market assessment.

Evaluation Summary Report

Evaluation Result

Total score: 13.64 (Threshold: 13.00)

Criterion 1 - Impact

Score: **4.83** (Threshold: 4.00/5.00 , Weight: 100.00%)

Very good to excellent. The proposal addresses the criterion very well, although some minor improvements are still possible.

Criterion 2 - Excellence

Score: **4.28** (Threshold: 4.00/5.00 , Weight: 100.00%)

Very good. The proposal addresses the criterion very well, although certain improvements are still possible.

Criterion 3 - Quality and efficiency of implementation

Score: **4.53** (Threshold: 4.00/5.00 , Weight: 100.00%)

Very good to excellent. The proposal addresses the criterion very well, although some minor improvements are still possible.

Proposal content corresponds, wholly or in part, to the topic description against which it is submitted, in the relevant work programme part

8) In the end...prove the skills of the team, prove the resources... And show the workplan

business concept and define the subsequent milestone: "Go/No-Go"

Table 3. Gaant chart for easierNGS - Phase 1

Task \ Month	1	2	3	4	5	6
T.1 - Market analysis	■	■	■	■		
T.2 - Regulatory issues		■	■	■	■	
T.3 - IPR strategy study		■	■	■	■	
T.4 - Pack design optimization			■	■	■	■
T.5 - Business plan preparation					■	■

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