

Customer segments

Who are your customers? Describe your target audience in a couple of words.

Academic & research
institutions

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Pharmaceutical &
biotech companies

Government & public
research agencies

Private R&D
organizations

Channels

How are you going to reach your customers?

Digital platform (cloud
portal, APIs)

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Direct sales &
partnerships

Conferences &
workshops

Academic
collaborations (joint
research)

Online marketing
(thought leadership,
social media)