Early Tech Development
VC Pitch Deck

PatrickMarkLong

Roles of the Lab Notebook

Collaboration

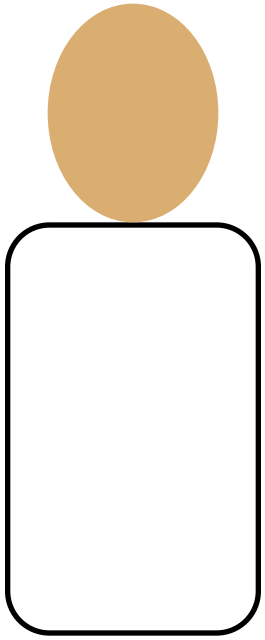
Intellectual Property
Patent Protection

Publications

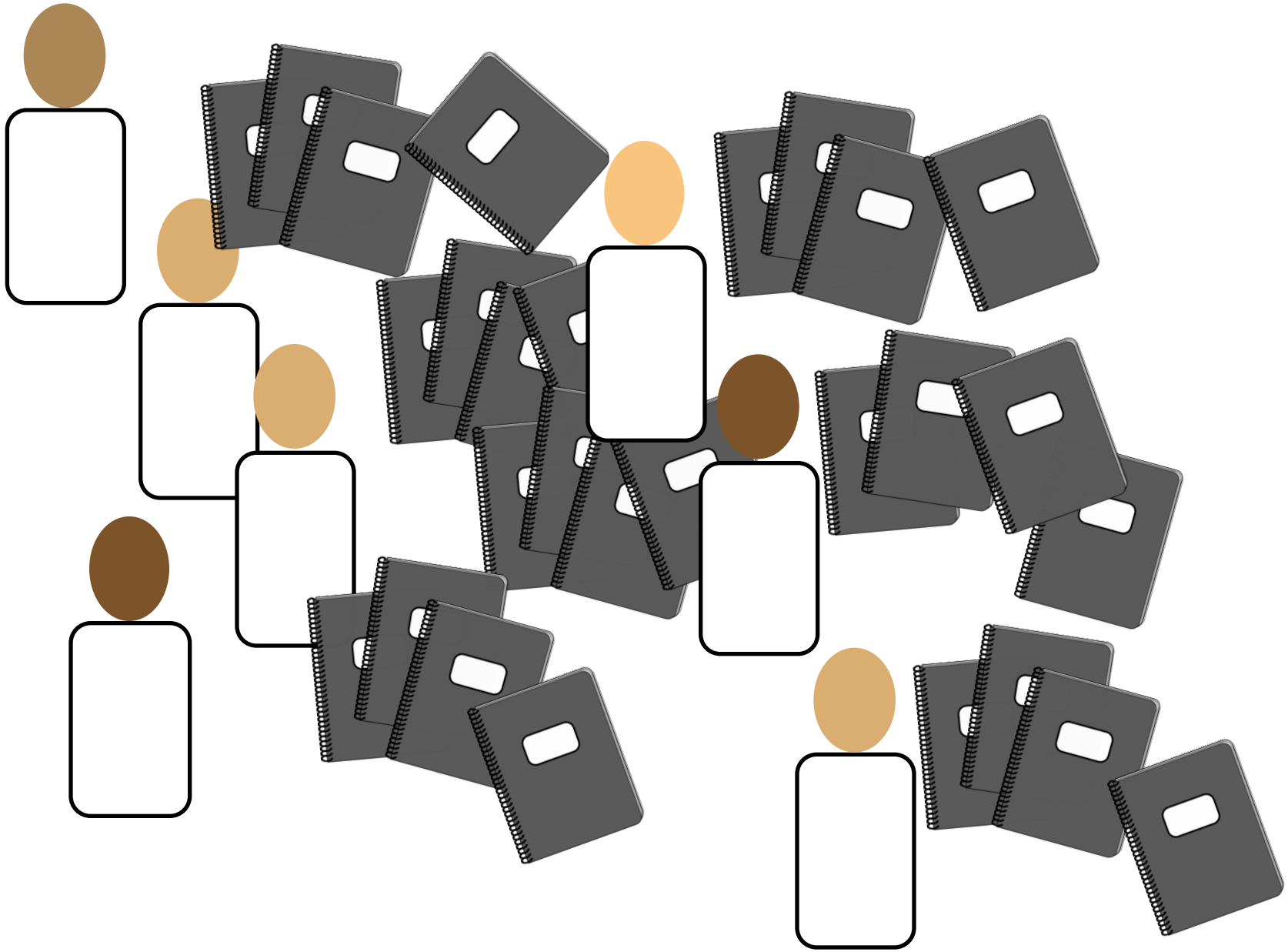
Fraud Protection

Protocol
Optimization

The Situation



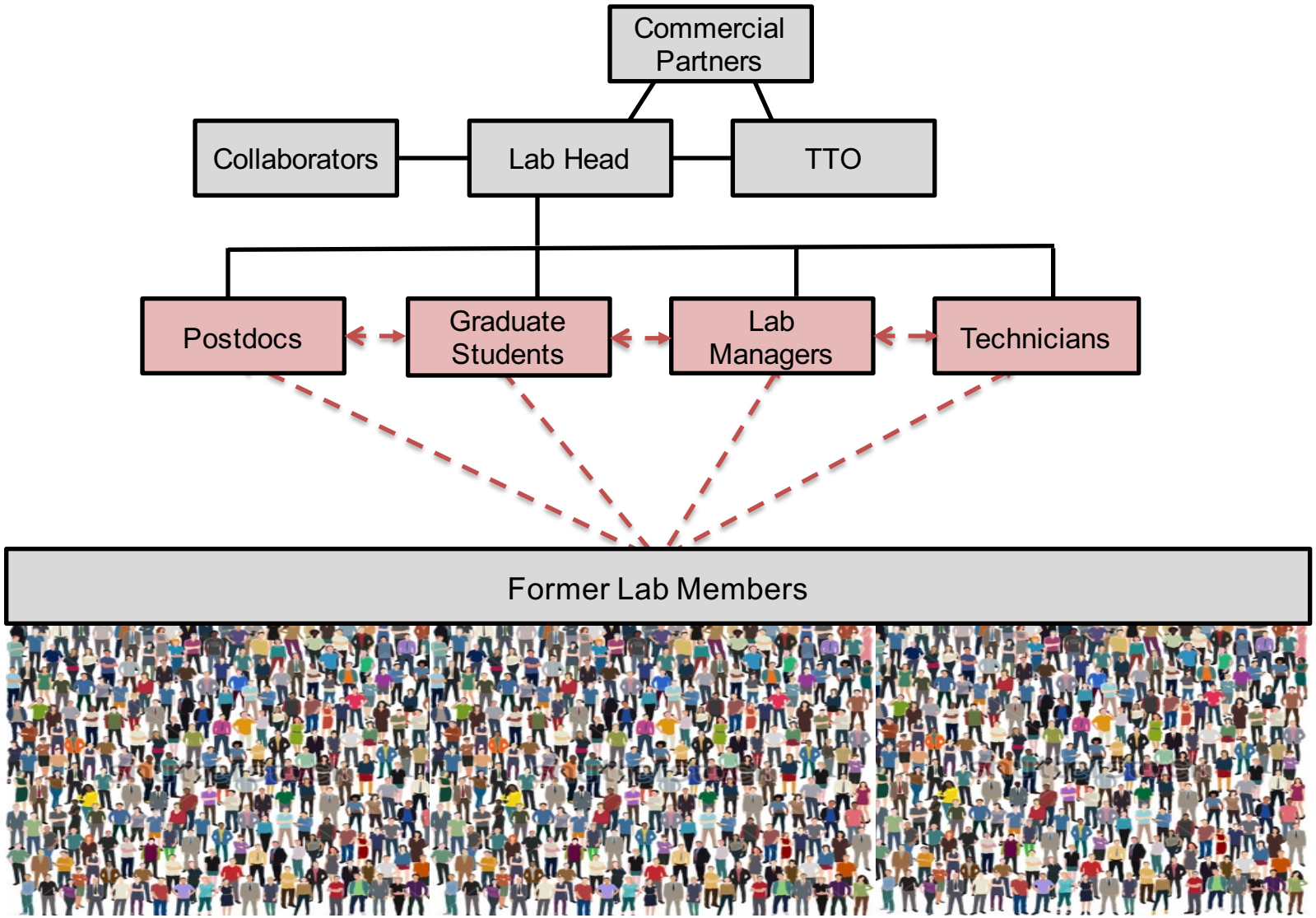
The Situation



The Limitations

- Not easily searchable
- Hard to navigate notebook data, especially if this notebook belongs to someone else.
- Challenging to communicate primary research with current and former lab members
- Only have access to notebook when physically present in the lab
- “Loose” all your data and protocols when you leave a lab
- Older notebooks are often stored out of sight

The Problem


Commercial Partners
Collaborators
Lab Head
TTO
Postdocs
Graduate Students
Lab Managers
Technicians
Former Lab Members

Current Approach: **Replace**

labarchives
Chance Favors the Organized Lab

BIOVIA

labguru

Current electronic notebooks are designed to **replace** the physical lab notebook.

Current Approach: **Replace**

- Poor adoption in academia
- Poor individual user compliance
- Cumbersome user interfaces
- Hard to work with in a wet lab setting
- Exclude physical notebooks
- Difficult to draw schematics/designs
- Cannot comingle with physical data (loose leave notes, western blot films, etc)

The Solution: **Supplement**

Smartphone-Based Lab Notebook Digital Organizational Tool

Digitize **Organize** **Utilize**

+ # ➡

The Solution: **Supplement**

Smartphone-Based Lab Notebook Digital Organizational Tool

Digitize

- Take advantage of existing smartphone features to create a digital copy of notebook pages

The Solution: **Supplement**

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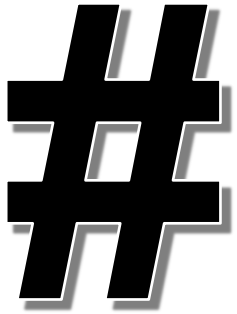
Organize



- Organize digitized pages into notebooks and experiment folders
- Ability to tag experiments, notebooks, and specific pages
- Save time locating experiments and protocols
- Intuitive organizational features (protocols, experiments, reagent info)

The Solution: **Supplement**

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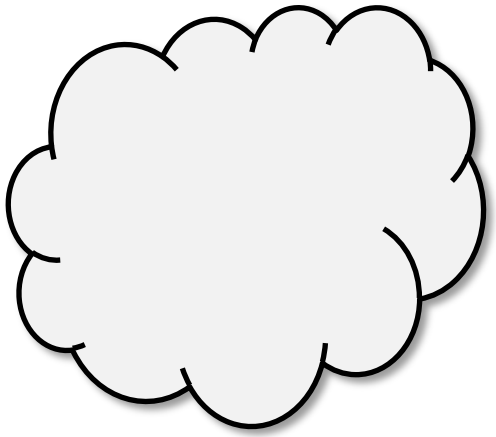
Utilize



- Facilitate collaboration
- Allow remote access
- Share data with colleagues
- More easily navigate notebooks with former lab members

Intellectual Property Strategy

- Copyright of software.

- Could be strengthened with a first-to-market strategy.

Competitive Analysis

	Us	labguru	BIOVIA	labarchives Chance Favors the Organized Lab	BiochemLab Solutions
Smart phone-based	✔				
Cloud storage	✔	✔	✔	✔	✔
Searchable	✔	✔	✔	✔	✔
Price	$	$$	$$	$$	$$
Remote Access	✔	✔	✔	✔	✔
Personalized Organization	✔				
Retain perks of physical notebook	✔				

The Market Size

There are approximately 100,000 life science trainees in the U.S.

- ~60,000 life science graduate students
- ~30,000 Postdoctoral Researchers
- ~10,000 lab technicians and support personnel

Hypothetical revenue model:

- 100,000 available users at an annual subscription cost of $10.00 is a $1,00,000 market.

Source: National Science Foundation, National Center for Science and Engineering Statistics, *Doctorate Recipients for U.S. Universities: 2014.* Special Report NSF 16-300, available at http://www.nsf.goov/statistics/nsf16300/. Last accessed Jan 26, 2016. ; http://nexus.od.nih.gov/all/2012/06/29/postdoctoral-researchers-facts-trends-and-gaps/

Course Discovery

Total number of interviews: 12

- 7 postdocs (5 academic, 2 in industrial R&D)
- 5 graduate students

Major points of learning:

- Nearly all interviewees expressed complaints about data organization and difficulty in communicating their science with current and former colleagues.
- Many interviewees use digital tools to supplement their organization (i.e. PowerPoints, Excel, OneNote).

Areas for future exploration:

- What is the willingness to pay for the proposed digital notebook organizer?
- Is a subscription based revenue stream realistic or are other methods more amenable (e.g. advertisement)?
- Can potential customer segments be expanded to include other academic disciplines (e.g. chemistry, physics, engineering)?