

Traction & Market Opportunity

Current Traction & Validation

Our strategy is focused on securing clinical validation and commercial intent before our first major funding round. We have achieved exceptional early traction that demonstrates both the clinical need and commercial viability of our platform within the NHS.

£7 Million Grant Letter of Intent: We have secured a Letter of Intent for a £7 million grant from the National AML Research Network, representing one of the largest commitments to diagnostic innovation in UK haematology. This validation from the country's leading clinical research body demonstrates the transformative potential of our technology and will fund large-scale clinical validation across multiple NHS trusts.

Manchester Foundation Trust (MFT) Pilot Programme: We are preparing to launch our first pilot programme with MFT, one of the UK's largest and most prestigious NHS trusts. Having successfully navigated the ethics committee approval process, we are now moving to live data validation within their Regional Diagnostic Service for Haematological Malignancies. This pilot will generate the real-world evidence needed to demonstrate clinical impact and drive wider NHS adoption.

The Christie NHS Foundation Trust Partnership: We are actively collaborating with The Christie, one of Europe's leading cancer centres, to develop automated treatment response monitoring capabilities. This partnership extends our platform beyond initial diagnosis into longitudinal patient care, opening a significant additional market opportunity and demonstrating the scalability of our technology across the patient journey.

Clinical Endorsement and Market Access: We have secured letters of support from senior NHS consultants across multiple trusts (Christie, Royal Devon, Blackpool) and continue to expand our network of clinical champions. Our direct relationships with the British Society of Haematology and UK NEQAS position us at the centre of the UK's haematology community, providing unparalleled access to end-users and decision-makers.

Clinician-Led Adoption: Our Advantage

Our market entry strategy is uniquely de-risked by the direct involvement of our co-founders, Dr. John Burthem and Dr. Luke Carter-Brzezinski. As senior, widely published, and frequently cited consultant haematologists at a major UK diagnostic centre in Manchester, they are not just advisors but active and respected members of the clinical community we aim to serve.

This provides us with an unparalleled "unfair advantage." Initial adoption will not be driven by a traditional sales team, but through direct, peer-to-peer engagement. Their personal connections and credibility within national working groups and major trusts allow us to bypass the typical barriers to entry that hinder most HealthTech startups.

Following the successful completion of our initial pilots, we will publish the validation data in a high-impact, peer-reviewed journal. This publication will serve as our most powerful marketing tool, providing the robust, independent evidence required for widespread clinical adoption and building a foundation of trust across the haematology community, both in the UK and internationally.

Our Strategic Focus: Haematology as a Blueprint for All Cancers

Our decision to focus initially on haematology is a deliberate strategic choice. Blood cancers are at the absolute forefront of genomic medicine; the relative ease of obtaining blood and bone marrow samples has made them the vanguard for integrating complex genetic nuances into diagnostic criteria.

However, the trend is clear: all cancer diagnostics are moving towards this same model. By building a robust framework to solve the most complex data integration problems in haematology first, we are perfectly positioned to expand our platform across all other cancer types.

Market Size: A High Level TAM, SAM, SOM Analysis

We have analysed our market opportunity using a standard top-down and bottoms-up approach to demonstrate both the scale of our long-term vision and the credibility of our near-term goals.

Global TAM (Total Addressable Market) – Haematology

The global market for haematology diagnostics, based on a weighted average cost per diagnosis across approximately 1.24 million new cases annually.

Calculation:

- *US Market: ~188k cases @ ~£10,000/case = **£1.88B***
- *EU Market: ~300k cases @ ~£5,000/case = **£1.50B***
- *UK Market: ~40k cases @ ~£3,000/case = **£0.12B***
- *Rest of World (Advanced Markets): ~712k cases @ ~£2,500/case = **£1.78B***

Total Addressable Market (TAM) ≈ £5.3 Billion

Sources: Case numbers adapted from GLOBOCAN 2022, American Cancer Society (ACS) 2024, and Cancer Research UK. Costs are weighted estimates based on public and private healthcare reimbursement rates.

SAM (Serviceable Addressable Market) – Haematology

Our initial focus is on advanced healthcare systems (US, EU, UK) where sophisticated molecular diagnostics are standard of care.

Calculation:

- *US Market* = **£1.88B**
- *EU Market* = **£1.50B**
- *UK Market* = **£0.12B**

Serviceable Addressable Market (SAM) \approx £3.5 Billion

SOM (Serviceable Obtainable Market - Our 3-Year Goal)

Our near-term goal is a bottoms-up target based on capturing a specific, conservative number of initial customers in our key markets.

Calculation:

- *UK: 50 Trusts \times £30,000/year (Tiered Avg.) = £1.5M*
- *US: 30 Hospital Systems \times £100,000/year (Tiered Avg.) = £3.0M*
- *EU: 100 Labs/Hospitals \times £60,000/year (Tiered Avg.) = £6.0M*

Serviceable Obtainable Market (SOM) Target \approx £10.5 Million ARR

Long-Term Vision: The All-Cancer Opportunity

Once our framework is validated, we will expand across all major cancers. Our technology is directly applicable to the ~20 million new cancer cases diagnosed globally each year.

Global TAM (Total Addressable Market) – All Cancers

Based on a highly conservative weighted average cost for a genetically-informed cancer diagnosis across all major cancer types.

Calculation:

- *US Market: ~2.0M cases @ ~£15,000/case = £30.0B*
- *EU Market: ~4.4M cases @ ~£6,000/case = £26.4B*

- *UK Market: ~0.4M cases @ ~£4,000/case = **£1.6B***
- *Rest of World (Advanced Markets): ~13.2M cases @ ~£2,000/case = **£26.4B***

Total Addressable Market (TAM) ≈ £84.4 Billion

Sources: Case numbers adapted from GLOBOCAN 2022 and ACS 2025 projections. Costs are conservative estimates reflecting the shift to molecular diagnostics.

Long-Term SOM (Serviceable Obtainable Market) – All Cancers

Our long-term goal is to become the diagnostic framework for major cancer centres worldwide by capturing a small, strategic portion of the global market.

Calculation:

*200 Major Global Cancer Centres × £250,000/year (multi-department licence) = **£50 Million ARR***

This bottoms-up target demonstrates a clear path to becoming a significant player in the global diagnostic market by expanding from our initial haematology beachhead.

Key Market Drivers

- **Increasing Diagnostic Complexity:** The number of genetic markers required for accurate classification is constantly expanding, making manual interpretation unsustainable.
- **Clinician Burnout & Workload:** NHS departments are facing immense pressure. Tools that deliver efficiency, speed, and accuracy are a necessity.
- **Push for Personalised Medicine:** Accurate, molecular-level diagnosis is the foundation for targeted therapies, a key strategic priority for the NHS.