



PATTERN
GENOMICS

Driving Revenue with *In Silico* Assay Design

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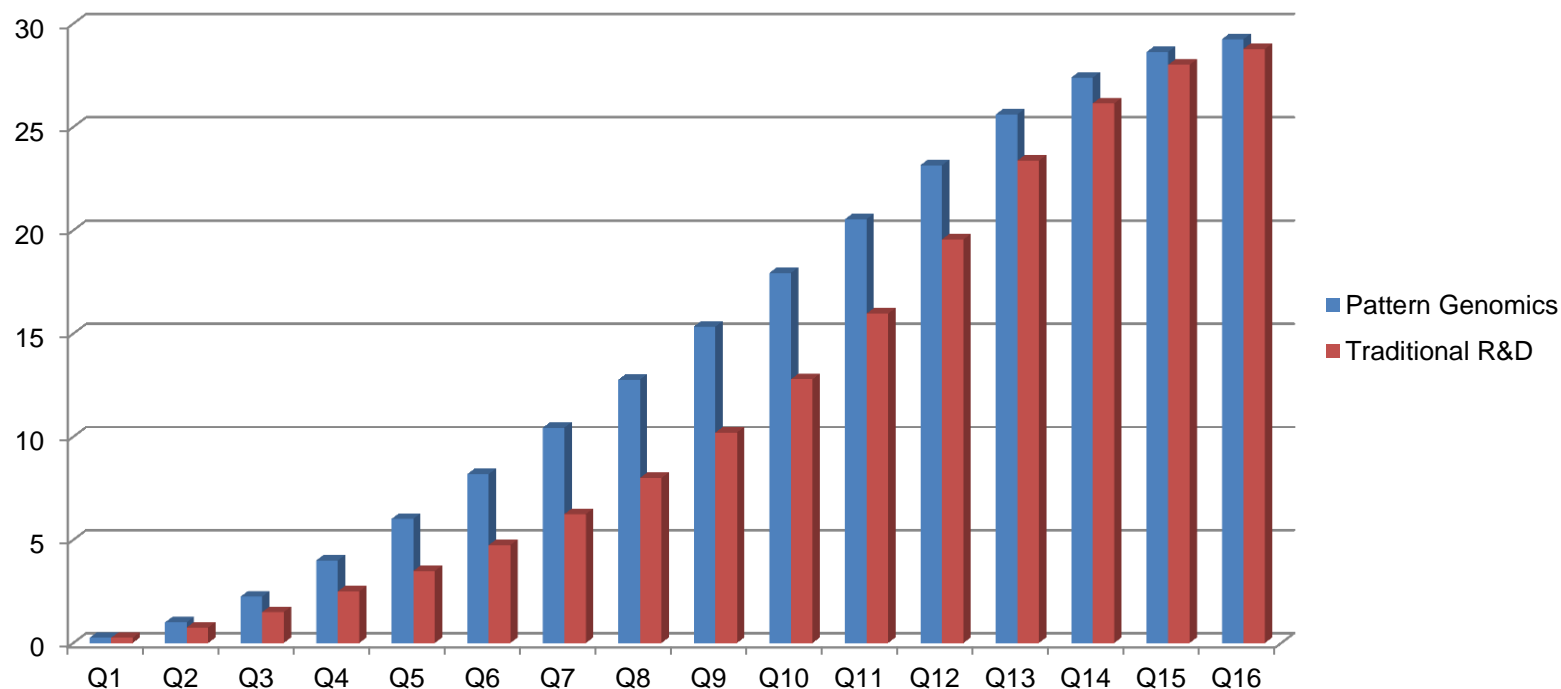
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In Silico Assay Design Drives Revenue

Once the instrument and chemistry are developed, the key to growth is menu. Pattern Genomics can help. Our *in silico* approach to assay design saves time and money, **and it also creates more revenue.**

Quarterly Revenue from Newly-Developed Assays (MM)

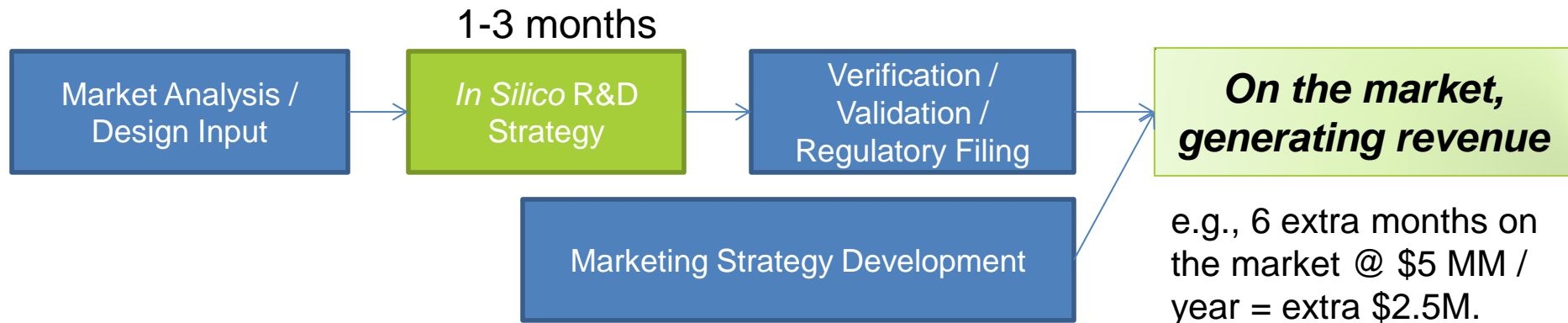


The Key: Assay Development Timelines

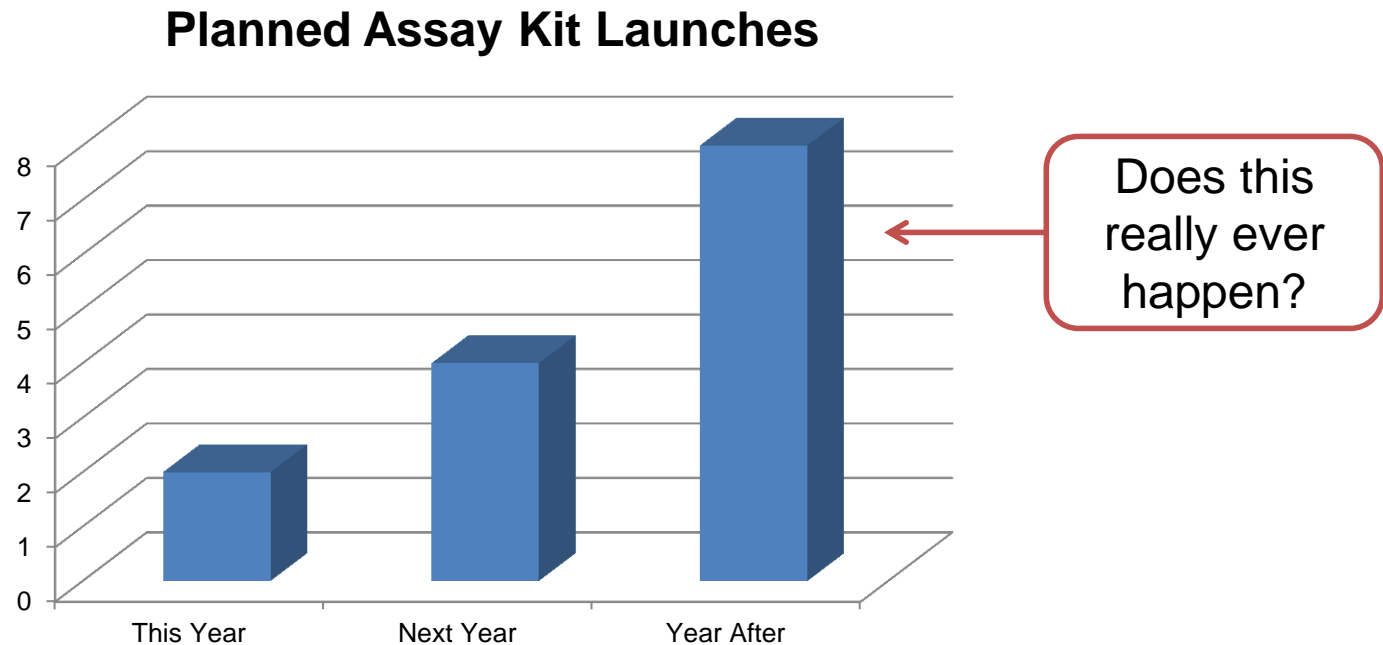
Assay Development with Traditional R&D Practices



Assay Development with Pattern Genomics

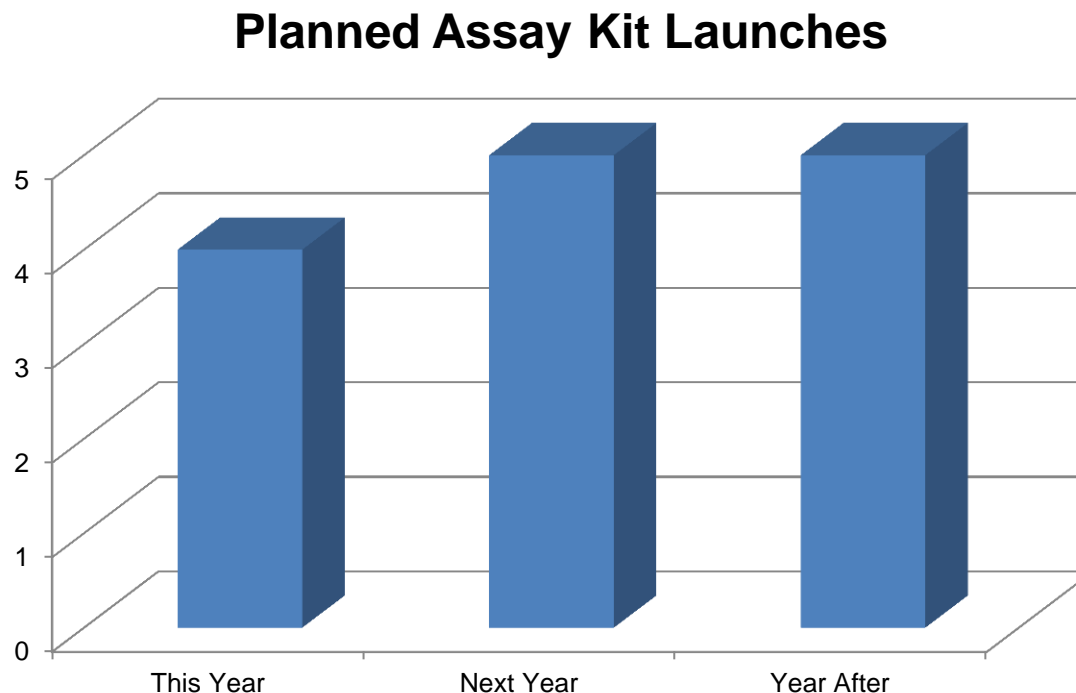


Does Your R&D Plan Look Like This?



- Trial-and-error PCR design and testing almost always takes more time and effort than expected.
- R&D leaders are pressured into promising performance improvements in the future, leading to projections like the one above.

It Could Look Like This Instead



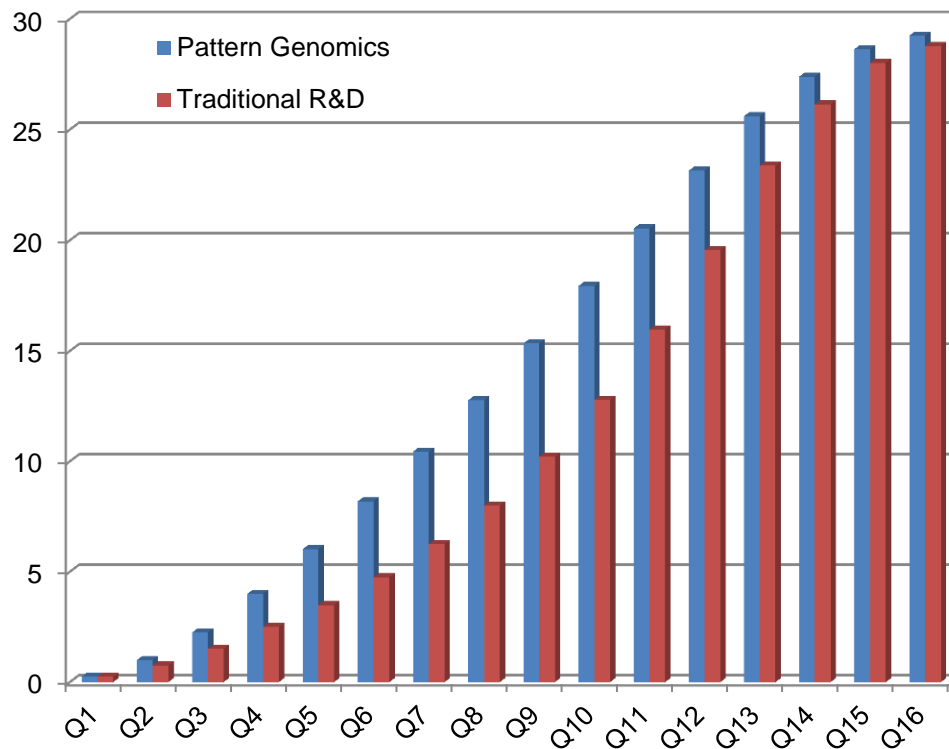
- The same 14 new assays are spread evenly as the Pattern Genomics approach makes it feasible to develop more assays sooner.

What is the impact on revenue? It's huge ... see the next slide

Comparison of Revenue Projections

Assume that the launch schedules on the prior two slides are met. Compare the quarterly revenues over 4 years shown below.*

Quarterly Revenue from Newly-Developed Assays (MM)



Over the period, the *in silico* approach generates over **20% more revenue** just by launching the same kits sooner.

That estimate doesn't even account for the positive impact that a larger menu has upon instrument sales.

* Model assumptions: Launches take place at an even pace through a given year. Assay sales ramp up for 1 year after launch to a target rate of \$8M per year, increasing 5% each additional year on the market.

Impact

- *In silico* assay design generates over 20% more revenue over a 3-4 year period.
- *In silico* assay design beats competitors to the market with a larger menu in less time.
- *In silico* assay design gives full control to your R&D effort; it is no longer dependent on external academic research.

Conclusion

Traditional assay design practices based on external collaborations, reading research papers, and trial-and-error aren't just costing more time and money. They also fail to generate potential revenue.

Next-generation sequencing and *in silico* assay design with Daydreamer™ empowers molecular diagnostics organizations to launch high-quality assays faster and less expensively, leading directly to increased sales.

Call us at (203) 533-9362 or email inquiries@patterngenomics.com for a free consultation on how our technology can help you achieve your revenue goals!



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