



IP PRAGMATICS

Commercial exploitation of enhanced DNA/RNA amplification technology

Background:

A UK reagents business had developed an improvement to conventional PCR multimixes that enhances the specificity for detecting mutated sequences in a high background of wild type sequences. They had validated the technology using an off-the-shelf cancer test against a gold standard but did not have a clear route to market.

Objectives:

The company approached IP Pragmatics to help them assess the commercial value of their technology and assist them in securing a deal with a major company in the life science research (LSR) market.

Approach:

IP Pragmatics undertook an assessment of the market and technology around their enhancement and its application. From this assessment we determined that the technology had the potential to deliver significant improvements to current tests. Our analysis also identified the key players who could most benefit from the technology.

As a result we contacted the key multinational players, introducing them to the technology, and requested a meeting with IP Pragmatics and the UK company at the pre-eminent annual global trade exhibition in the US.

Result:

The marketing of the technology created a very positive response and face-to-face meetings were set-up between the top 5 multinationals, IP Pragmatics and the UK company. From these meetings, and subsequent follow-up, one of the multinationals was selected by a UK company as their preferred partner. Having put in places CDAs, the multinational company is currently assessing the technology in its own laboratories. It is anticipated that a successful assessment will lead to the multinational acquiring technology and incorporating it into its current product lines.