High Potential Initiatives Profiles

1   Accelerator

FINODEX

2   Project and Organization

Xpressomics
Medical Technology Group OÜ

2.1   Country

Estonia

2.2   Project Abstract

Xpressomics is a Google-like search engine for genetic data. When biologists make experiments today they sequence many organisms. This means that the genetic code for those organisms is being written down. That code is represented as data and the amount of this data is growing fast. The problem is that the data is scattered all across various public databases and it is difficult to search for relevant and important information about genes from this data. What Xpressomics does is takes this publicly available genetic data and indexes it. Much like Google we rank the data according to relevancy. When a biologist (or anyone else for that matter) makes a search about a gene in our search engine they get a ranked list of results. This gives people relevant information about genes they are researching. And best of all, the search engine works as easily and fast as a regular Google search.

2.3   Sector

Human Health and Social Work Activities

2.4   Target Market

The customers of Xpressomics are biologists, genetic researchers, drug development teams, medical professionals and bioinformaticians. The company has a B2B business model where it is selling access to its service through an annual license to biotechnology and pharmaceutical companies and research labs in universities.

The competitive advantage of Xpressomics is that it analyzes all gene expression data in such a level of detail that other companies are unable to do. The results in its search engine are made from pre analyzed high quality data that has been verified manually. In addition Xpressomics solution is easy to use and the amount of data provided and the level of detail of the analysis is unparalleled.

Xpressomics is implementing activities to acquire customers through direct and indirect sales (partnership network). Xpressomics is already on the market.

2.5   Business Model

Xpressomics has a yearly subscription model as its main revenue stream.

SMART CITY SOLUTION	NO
CLOUD SOLUTION	YES
SOCIAL MEDIA SOLUTION	NO
MOBILE SOLUTION	NO
BIG DATA/ANALYTICS SOLUTION	YES
IOT	NO

2.6 Website

http://www.xpressomics.com