

Global online bioassay matching  
[www.bioassaylink.com](http://www.bioassaylink.com)

## **Introduction to BioAssayLINK (Oct 2007)**

Presented by

Dr Jeffery Smith  
Founder, President and CEO  
BioAssayLINK Pty Ltd





Global online bioassay matching  
[www.bioassaylink.com](http://www.bioassaylink.com)

## About Jeffery Smith

- **BSc** (biochemistry-chemistry); **PhD** (biochemistry-surgery) **and MBA** (to be awarded in Nov 2007)
- **More than twenty years' experience in biomedical research and development**, including commercial and investigator-driven clinical trials.
- **Post-doctoral biomedical research** (University of California, San Francisco, and University of Paris, Orsay)
- Full-time in Biotechnology since 2001



- Our rapid and cost effective service will match seekers' specific bioassay requirements with worldwide biomedical researchers and providers with the know-how



Global online bioassay matching  
[www.bioassaylink.com](http://www.bioassaylink.com)

## **What is a Bioassay?**

**A bioassay is defined as any system in which a biological effect can be determined or measured. For example, bioassays can involve the use of:**

- **animal models of disease and their equivalence**
- **anti-sense technology**
- **bioengineering**
- **biomaterials**
- **cell or tissue culture**
- **DNA microarray**
- **drugs and metabolites**
- **enzymes**
- **ligand binding**
- **mRNA or protein expression**
- **organ perfusions**
- **receptor signalling.**



Global online bioassay matching  
[www.bioassaylink.com](http://www.bioassaylink.com)

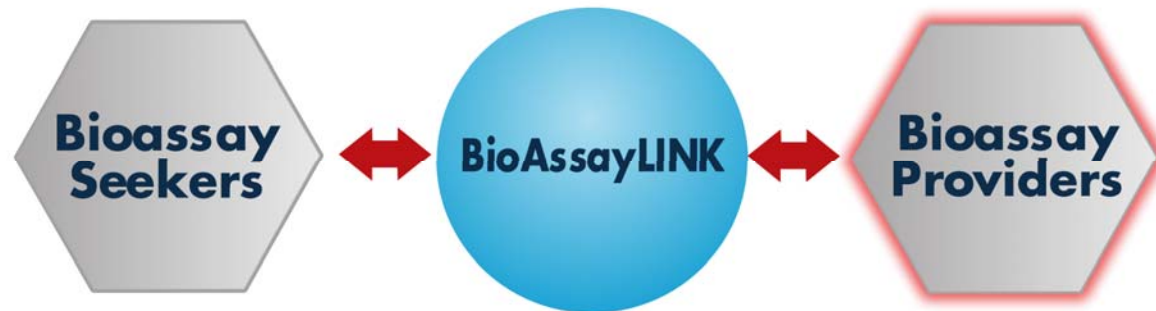
## Bioassay Categories

- Target molecules
- Animal models
- Genetic polymorphisms
- Bioanalysis
- Specialized technique



Global online bioassay matching  
[www.bioassaylink.com](http://www.bioassaylink.com)

**Want to promote your expertise/services to biotech and pharma?**



### **Core benefits**

- Exposure to an international market at low cost
- Increased opportunities for contract research and collaboration
- Simple and effective registration and bioassay entry

**Are you seeking bioassay provider options?**



### **Core benefits**

- Access to worldwide providers with the expertise
- Tailored lab and consultant options report within days
- Saves you time and money, increasing efficiency
- Enables you to focus on core business



Global online bioassay matching  
[www.bioassaylink.com](http://www.bioassaylink.com)

## Pricing

### **Bioassay Providers**

- \$100 (€65) per block of 10 bioassays

### **Bioassay Seekers**

- \$200 (€130) per lab and consultant option report



Global online bioassay matching

[www.bioassaylink.com](http://www.bioassaylink.com)

## Examples of Bioassay Listings

6-OHDA model of Parkinson's disease; **ALS model for motor neuron disease**; BM18 human prostate cancer xenograft; **collagens, elastin, glycosaminoglycans (GAGs)**; SAR assay for actin binding/disrupting compounds; **in vitro screening for Alzheimer's**; custom development of sandwich ELISA; **range of analgesics, anti fungal agents, anti inflammatory agents, antibiotics**; ADME; **toxicokinetics**; V600E BRAF mutation.

## Examples of Seeker Requests

- SNP Genotyping of COMT and GRM3 genes
- Lipid concentrations in human arterial tissue
- In vivo toxicology
- Expression of NMDA receptor in mammalian cells
- Cytokines in plasma: G-CSF, IL-8/KC, IL-6, IL-1 beta, IL-10, IL-12p70, GM-CSF, IFN-gamma, IP-10



Global online bioassay matching  
[www.bioassaylink.com](http://www.bioassaylink.com)

## **Examples of Lab and Consultant Options Reports**



Global online bioassay matching  
[www.bioassaylink.com](http://www.bioassaylink.com)

**Questions?**

**Then .... a short visit the website for a demo**