

www.bioassaylink.com

Bioassay Provider Newsletter - January 2007

Dear Innovator,

2007 is underway and what a year it is shaping up to be.

Firstly, let me congratulate you on being one of the first to register with BioAssayLINK which launched last September. The database of bioassay listings is growing steadily. Our market research indicates that 35% of senior scientists within the biotech/pharmaceutical industry will use BioAssayLINK's matching service (35% of US respondents selected the 'likely' or 'highly likely' option in the questionnaire and indicated an average usage of our services of 1.5 times per month).

[BioAssayLINK](#) provides a cost effective tool to market your bioassay expertise globally, increasing your opportunities for contract research and/or collaboration/partnering.

What is BioAssayLINK going to do for you in 2007?

With approximately 9,000 biotech/pharmaceutical companies and greater than 100,000 publicly funded research labs globally it is going to be a very busy and exciting year for us.

- 1) Over the next 3-6 months we will be promoting your services to senior scientific staff within those 9,000 biotech/pharmaceutical companies.
- 2) We will have exposure at major biotech conferences throughout the year, beginning with [BIO](#) in Boston in May and visits to key players in Europe later in September/October.
- 3) We have become a member of [BayBio](#) (in California) and our web site is linked.
- 4) We have launched a 'Demo' feature on the web site to allow potential users to see how the matching service works without having to go through the process of registering first (please check it out and give us your feedback).
- 5) Our information brochure has been added to the web site (English and Japanese versions; Mandarin to be added very soon).
- 6) We have subscribed to Google Ads to enable potential customers to link to our web site when certain key words are typed into Google.

For your information, our promotional activities to date can be found on our web site under [News and Events](#).

We are confident that BioAssayLINK will become one of the most valuable tools in the next 2-4 years for research scientists in the biotechnology and pharmaceutical industries (this includes contract research organizations, specialized service providers and publicly funded research organizations). **To get the most value out of BioAssayLINK, remember to:**

- 1) Add to your currently listed (or very soon to be listed) bioassays and make sure they are up-to-date (don't forget to add in a reference or two and mention your 'competitive advantage' in the field provided).
- 2) Spread the word to colleagues and friends.
- 3) Please contact us if you have any queries or suggestions for improvements – we are here to create value for you and the industry.

Once again, thank you for your support.

BioAssayLINK Team

