

## Biorainbow Ltd.

**Volume of investments required: \$ 112 thousand**

### Use of funds

Marketing - 100%

### Company profile

1. Date of establishment – November 2004.
2. Size and source of investment to date – \$ 25 000. – «Start» program of The Foundation for Assistance to Small Innovative Enterprises.
3. Production – special programs vastly reducing time and financial costs of drug development.
4. Target market – biopharmaceuticals.
5. Sales 2004 – none.
6. Description and value of assets – none.
7. Goodwill and intellectual property rights – research and development registration card number 0120.0 503994.
8. Signs of public recognition – 20 publications in the scientific press; prize places at the conferences-competitions.

### Owners

3 Individuals	Each has 33.3% of equity
Share of government property	0%

### Products characteristics

We produce software for the prediction of the certain proteins (transcription factors, TF) action. They are the major factor regulating work of genes, and providing a variety of cell response. Revealing of TF group, playing a key role in regulation of certain function, helps to develop a medical product solving a concrete problem, and thus to predict and minimize possible negative side effects.

At the first stage of drug development there is a big set of substances-candidates. From this set it is necessary to eliminate 99% of candidates before the start of clinical tests. This choice is being made by means of computer and experimental methods. Computer methods allow reducing time and resource expenses. However because of complexity and heterogeneity of biological data presently existing methods either solve very narrow problems, or are characterized by big prediction errors. CisSearch is the software package that units various methods allowing to use as much as possible available data, for improvement of prediction quality.

### Markets & Competition

CisSearch is meant for international market of software products for biofarmacology. Total volume of bioinformatics market is \$1.6 billion and growing fast. (more detailed information can be found on the following sites:

[http://www.the-infoshop.com/topics/BO04\\_en.shtml](http://www.the-infoshop.com/topics/BO04_en.shtml) and

[http://www.larta.org/LAVox/ArticleLinks/2003/030616\\_bioinformatics.asp](http://www.larta.org/LAVox/ArticleLinks/2003/030616_bioinformatics.asp)).

	Data	CisSearch	Other computer methods TOUCAN, TELIS.*	Experimental methods	BioPerl data processing*
	Geographical Region – international, developed countries mainly. Market size \$ 1.3 billion				
2004	Company market share \$ ths / %	0 / 0%	130 / 10%	800 / 50%	350 / 30%
	Geographical Region – international, developed countries mainly. Market size \$ 12.6 billion				
2009	Company market share \$ ths / %	0.515 / 0.003%	613 / 5%	4 410 / 35%	6 300 / 50%

Usually combination of computer an experimental method is used to optimize the quality of prediction.

\*Maket evaluation is made by our company.

### Marketing & Sales

Market entry will be made with help of our German partner Biobase GMBH. In the case of big biopharmaceuticals companies there will be direct marketing and individual interactions. Small companies will be able to buy product on the fixed price.

### Prospects of development

Expanding the set of our software products, it is possible to occupy up to 5% of the market by 2009. If it is possible to realize a method surpassing in quality the experimental methods, it will allow the pharmaceutical companies to sharply reduce expenses of time and money resources for selection substances-candidates that will provide high competitive advantages to our product.