



Omics2Image wins Venture Challenge Spring 2013

25,000 euro for IonPix camera that makes molecular photo's

Maarsse, June 14, 2013

The Dutch Life Sciences SME Event on June 14 proved to be a successful day for life sciences venture Omics2Image. The start-up company was named the winner of the Venture Challenge Spring 2013 and took home 25,000 euro to further develop their venture. Omics2Image created the IonPix camera that makes 'molecular photo's' and detects 262,000 mass spectra simultaneously.

The finalists of the Venture Challenge were each granted one minute to pitch their business plan during the Dutch Life Sciences SME Event in Maarsse. The start-up companies ranged from automated image analysis, pain relieve for arthritis patients, to a sustainable way to turn coffee waste into food compounds. The jury, composed of investors and experienced biotech entrepreneurs, judged their business plans on product, IP position, market needs, team, presentation and ability to answer questions from the jury.

Omics2Image did best, was the jury's verdict. 'There is a great need for mass spectrometry that is faster and more accurate. They can complete in 6 hours what normally takes 95 days, that's a huge difference', chairman Carine van den Brink said afterwards. 'Omics2Image has a great combination of background in tech development and business knowledge. They already have a product and have the power to market it.'

The camera that Omics2Image developed can detect more molecules than ever before, in an instance. 'We take molecular photo's of tissue, for example from breast cancer', Ron Heeren explains. 'To investigate which type of tissue it is, researchers normally use a labeling technique, which only detects one protein a time. Our IonPix Camera makes a picture and detects all molecules at once; not only the proteins, also the lipids, fatty acids, the DNA molecules, and many more.' The IonPix camera is an add-on for existing mass spectrometers or can be integrated in a company's own device to enhance the system and make it more sensitive and remarkably faster. 'We've already sold one.'

The team gained many new insights, even though the company was already founded, says Odile Basedow, who is also part of the Omics2Image-team, along with Chris Rétif and Hans Roeland Poolman. 'Our marketing strategy was significantly improved during the Venture Challenge. We particularly learned a great deal on finance. The experts that contributed to the challenge gave us a clear overview of what is needed to run a successful company.' The contribution of fellow contestants is also very relevant, Basedow says. 'Everyone is focused on their own ventures; questions from other teams keep you alert and make sure you tell a comprehensible story.'

About the Venture Challenge:

The Venture Challenge offers advice and coaching on essential elements for setting up a life sciences business. In two 3-day workshops, participating teams are continuously challenged by the facilitators and each other to strengthen their business plan and improve their pitch. The team that presents the best business plan is awarded 25,000 euro to further develop their venture.

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