

### DNA, Dollars & Drugs: Potential Commercial Applications of Pharmacogenomics

**Objectives:** To enable pharmaceutical and biotech companies to reintroduce withdrawn drugs to the market place through the development, validation, and deployment of personalized medicine models.

**Accomplishments:** Our team has successfully identified a business opportunity in the pharmacogenomic market. We have created a process to develop a diagnostic method used to predict side effects of recalled drugs, and a viable business model for marketing and selling this method to pharmaceutical and biotech companies.

**Critical Barriers and Obstacles:** One of the challenges is to secure funding for our business. Also, our development process depends on large amounts of open as well as proprietary drug data that needs to be collected and integrated for research. Working with pharmaceutical companies on this type of research may also mean that we could face regulatory issues from FDA or foreign enforcement agencies.

**Conclusion:** Our business has the potential to help pharmaceutical and biotech companies reintroduce drugs that have been pulled out of the market, opening opportunities for considerable revenues. Another source of revenue is to work with companies in their trial phases of drug discovery efforts and help prevent side effects and improve drug efficacy.

**Goals for the Future:** Our first goal will be to secure funding for our company and validate our business model by successfully helping reintroduce a drug back to the marketplace. Our long-term goal will be to extend applications, negotiate deals to work more closely in the drug development process and ultimately to be bought up by one of our customers.



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