

As a Place where Scientists can go to Find Reviews from Other Scientists on Available Antibodies and other Reagents that they Use in the Lab, 1DegreeBio's Model is the Future of Marketing in the Life Sciences

Business Services Biotechnology

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Alex Hodgson
CEO

BIO:

Prior to starting 1DegreeBio, Alex spent four years working at the Structural Genomics Consortium's Toronto Lab, where Alex grew increasingly frustrated by the lack of digital tools for researchers. Determined that there was a better way, Alex brought together a team of incredibly talented people and collectively they set forth to build a better way for the community to source products. 6 months later, in July of 2010, 1DegreeBio was launched. Alex has an Honors Bachelor's Degree from the University of Toronto in International Relations, a

Master of Business Administration (MBA) from Hult International Business School (formerly the Arthur D. Little School of Management), and an Organizational Change Management Certificate from Harvard University. Alex was named one of 50 Women to Watch in Tech by Femme-o-nomics in 2011 and doesn't ever travel anywhere without her laptop in tow.

About 1DegreeBio:

1DegreeBio is the world's first independent online resource building a comprehensive listing of custom services, commercially available antibodies and other reagents crucial to life science research. Our extensive database has all the information needed to find the right product or service for your research, including quality validation data, citation history, as well as user reviews and community ratings.

At 1DegreeBio we are committed to helping you find the best product or service for your research, by bringing together the experience of a global scientific community to share insights on what will work best for your application. We are dedicated to finding creative ways to help researchers locate the highest quality products and services, and are proud to do our part to make the research process easier.

Interview conducted by:
Lynn Fosse, Senior Editor
CEOCFO Magazine

CEOCFO: Ms. Hodgson, what is the basic concept at 1DegreeBio?

Ms. Hodgson: 1DegreeBio is an independent review website for scien-

tific products. Similar to how as consumers we look to TripAdvisor before choosing a hotel, or to Yelp to find the best restaurant, store – 1DegreeBio is a place where scientists can go and find reviews from other scientists on essential research products that they use in the lab.

CEOCFO: Has a site like this been tried before? Is this a brand new concept for this industry?

Ms. Hodgson: There is a large number of suppliers out there that have websites to sell their products, even more distributors, a couple of the larger clearinghouses, but we are the first ones to bring review model into the mix at this scale. We have a huge amount of support from the scientific community since day one, which has been they key to our growth and continued expansion.

CEOCFO: How do you accumulate the information? What is the process you use in the background to make this viable?

Ms. Hodgson: To make the best resource possible we knew we had to pull together information from a number of different channels yet at the same time make it easy for our users to filter through it. We work with vendors to get their product information searchable and accessible. From there we reach out to bench scientists who have actually used the products or services from vendors. We also work with other companies like Readcube, to connect products that are cited in research publications. We link these all together in a user-friendly manner to ensure the user isn't overwhelmed with a mountain of info and

instead let them choose what's relevant to their search for the perfect product,

CEO CFO: How does the research community find out about 1DegreeBio?

Ms. Hodgson: There isn't one particular way people find out about 1DegreeBio. Google does a great job at connecting us with users looking for a particular product as we usually come up on the first page. We also do a lot of grassroots work where we spend a lot of time reaching out to individual scientists both in person and online. We also do a great deal with social media. We have over 25,000 people or scientists who follow us on Facebook, LinkedIn and Twitter. These social media avenues let us reach out to scientists globally.

CEO CFO: What is some of the more obscure products that people could find on your site, that might not be easily available, or maybe the areas of science people might be looking at that they are likely to find at 1DegreeBio that they may not find elsewhere?

Ms. Hodgson: To the scientists that use our sites, nothing is really obscure, but to those outside of the industry, everything seems pretty foreign. We really cater to the science

community. We list both products vendors as well as service providers. What I think surprises many of our first time users is how many options for vendors are out there and how quickly we help them navigate to the right product. One of the challenges in our industry is that much of the basic tools we use in our experiments are in a form that makes it near impossible to judge quality on sight – this leaves us to rely on a great deal of guesswork. Creating this venue where dif-

ferent scientists can say, "Hey, this product actually works well for this." That saves the people who see that review from having to try three products and hoping that one works; that is a lot of money that does not need to be spent. It could be spent on doing more research.

leading research institutions worldwide. We started with one particular product back two years ago, just focused on antibodies, and now we are expanding throughout all reagents and have launched a sister site for Service Provider reviews. Just this month we announced our expansion of the platform into equipment and digital tools. We have grown very quickly, and I have a great team to thank for that. We also could not have done it without the support within the community; a lot of people who have really taken time to help us grow fast and grow in the right way.

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- Alex Hodgson

CEO CFO: Why should investors and people in the business and life science communities be paying attention to 1DegreeBio today?

Ms. Hodgson: 1DegreeBio's model is the future of marketing in the Life Sciences. Customer reviews in our consumer lives have become standard fixture in our purchasing decisions outside the lab – and the impact inside the lab is already apparent. The internet makes it very easy to find what people are saying, they are talking much more. It is something that all companies in the field need to be aware of, and really need to consider into their marketing and launching, and moving forward to plan their brand.



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