

## Primary and Stem Cell Based Assays for Biopharma Drug Discovery and Research



**Pete Shuster**  
CEO

**CEOCFO: *Mr. Shuster, would you tell us about Neuromics?***

**Mr. Shuster:** Neuromics is a small, growing and profitable biotech company. We focus on providing primary and stem cell based assays for biopharma drug discovery and basic research in academic and government labs. We refer to these assays as “Cell Based Biosensors”. Our goal is to provide assays that mimic *in vivo* environments. This insures our clients generate results that customers trust. For example, in astrocyte, glial and neuron co-cultures, we want to balance the cells in a way that best mimics the human brain.

**CEOCFO: *Why would a company want to purchase from Neuromics?***

**Mr. Shuster:** We are small enough that we can provide excellent customer service. Any client can get direct access to me. The other reason is, not only do we provide cell-based assays, but we also provide proven, potent and published tools and methods to support the assays. We have antibodies, recombinant proteins/growth factors, transfection/apoptosis kits, arrays and structures for 3-D culturing. We also have strategic partnerships that benefit our customers. We are especially excited about our growing partnership with Aruna Biomedical. Working with our growth factors, they have developed cultures with unique cell types. These include dopaminergic and motor neuron cultures. Finally, our products are guaranteed with free replacements or refunds when they do not meet expectations.

**CEOCFO: *When someone is calling you, do they know what they want or are they looking to you for guidance?***

**Mr. Shuster:** Most of our sales and marketing is through the web. We push out a lot of content and the reason we push out this content is customers can learn if a solution will work in their unique applications before they order. They have a good idea of what exactly the products will do and will not do. We are ahead of the curve in blogging, social networking; we have over eleven thousand fans on Facebook; we have huge presences in the Twitter space, and we use LinkedIn. I run a stem cell clinical trials group on LinkedIn that has five thousand plus followers and that enables me to get a lot of content on our stem cell based products. Our customers have a lot of product information at their fingertips.

**CEOCFO: *Is the whole area of stem cells as hot as it once was?***

**Mr. Shuster:** As far as providing stem cell solutions for human applications, it is cold in the US. As a result, we look to other parts of the world where the government regulations are less archaic. For example, we provide an Australian cell processor media to expand mesenchymal stem cells for stem cell transplants. We also do a lot of work in Europe around immune system balance and stem cell vitality. As a result, I have a company called immunoLink™ Therapies to provide testing and treatment solutions for our clients with autoimmunity and degenerative diseases.

**CEOCFO: *How does that work inside the body?***

**Mr. Shuster:** There are many natural based products or nutraceuticals. We offer customers proven products for immune system balancing and stem cell activating. We select products by testing them in stem cell assays and by our blood serum testing program. This program shows how well our products are working at the molecular level. For example, we test TNF (tumor necrosis factor) alpha and other factors that are involved with immune/inflammatory response, oxidative stress and stem cell activation using antibody panels. We do pre-treatment testing and then re-test every 6 months. We know how well our treatments are working by analyzing how the factors tested are moderating against healthy controls. Our key partners in the testing and treatment programs are Dr. Josef Smarda, an expert in applied immunology, Smarte Immunosystems, RayBiotech and Vitro Biopharma.

**CEOCFO: *Would you tell us about cell-based biosensors?***

**Mr. Shuster:** It is a term coined by one of my partners. As mentioned earlier, we have a strategic selling partnership with Aruna Biomedical in Athens Georgia. The biosensors are solution sets aimed to reduce cost and raise the odds of

success in neurodegenerative diseases drug discovery programs. They are designed to meet the unique needs of our customers. These include companies like Biogen-Idec, Merck and Genentech. Depending on specific needs we can provide assays for electrophysiology, toxicology, small molecule/compound testing, etc.

**CEO CFO: *There is a lot going on with Neuromics in many different areas. How do you decide what to go after next?***

**Mr. Shuster:** It is straightforward and simple. We listen to our Customers. We take this input and use it to shape demand. This enables us to provide products that fit “hand in glove” with current needs. More importantly, using this process, we are able to develop solutions that meet future requirements.

**CEO CFO: *What surprised you as the company has grown and developed?***

**Mr. Shuster:** The thing that surprised me most is there are many successful small biotech companies out there that are around a million or two million in sales and profitable. They have done a great job at developing the products that we sell. I am amazed at the value we can add to our partnerships, not from the scientific standpoint, but from the sales and marketing standpoint. We have leveraged these partnerships to grow our company. As a result, sales and gross profits were at record levels last year and are tracking to be 25% higher this year.

“We really care about each of our customers and making sure that they are satisfied with our products. If you look at our website, you will find many testimonials. That said, sometimes these products do not work as expected and we offer 100% refund and/or we will replace the product free of charge. We grow one satisfied customer at a time and word of mouth is our best form of advertising so we want all of our clients to be delighted with our products.” - Pete Shuster

**CEO CFO: *What will be different a year from now?***

**Mr. Shuster:** We will know a year from now whether we can successfully sell products aimed at immune system balancing and stem cell vitality.

**CEO CFO: *Why pay attention to Neuromics?***

**Mr. Shuster:** The reason you want to look at Neuromics today is we have proven and published products. Users tell us they work. We also have a lot of knowledge around cell-based assays. This is the foundation for our cell based biosensors. They are unique. Finally, we really care about each of our customers and making sure that they are satisfied with our products. If you look at our website, you will find many testimonials. That said, sometimes these products do not work as expected and we offer 100% refund and/or we will replace the product free of charge. We grow one satisfied customer at a time and word of mouth is our best form of advertising so we want all of our clients to be delighted with our products.

Interview conducted by: Lynn Fosse, Senior Editor, CEO CFO Magazine

**For more information visit: [www.neuromics.com](http://www.neuromics.com)**

**Contact: Pete Shuster 612-801-1007 [pshuster@neuromics.com](mailto:pshuster@neuromics.com)**

---

