LANDSCAPE OF RODENT GEM GENERATION CORES AT US RESEARCH INSTITUTIONS

A Leading Biotech Company

Genetically engineered models (GEMs) are essential tools for studying disease and biological mechanisms. Many universities use in-house and resource-intensive transgenic facilities to produce model organisms for academic research. The Client sought to grow its academic market share by establishing a partnership program with university GEM generation cores.

CHALLENGE

PreScouter's goal was to identify US universities with GEM generation cores and analyze potential partnership opportunities in order to drive targeted outreach to promising candidates.

APPROACH

PreScouter first compiled a list of all GEM generation cores located at US universities. For each core, the team compiled contact information, organizational details, and advertised capabilities and examined peer-reviewed publications to determine capabilities and throughput. PreScouter also conducted anonymous outreach to cores as well as searching for research funding, patents, and publications relating to transgenic model generation at US institutions. The team then analyzed metrics and bucketed GEM generation cores into "Competitor," "Collaborator/Partner, " or "Target" classifications.

OUTCOME

PreScouter confirmed 125 cores with GEM generation capabilities, of which approximately 50% were R1 research universities, 30% were not-for-profit research institutes, 15% were medical schools, and 7% were lower-tier research universities. "Competitor," "Collaborator/Partner," and "Target" comprised 25%, 61%, and 14% of the GEM cores, respectively.

Impact of PreScouter's Work: The Client received detailed capabilities and throughput information for each GEM core, allowing them to develop relationships with academic cores and leverage appropriate product portfolios and messaging for partnerships and collaborations.