

- Fresh/frozen tumor sample can be used from the breast cancer biopsy
- Clinical lab pays for the device and consumables and doctors order the test for the clinical service

Competition

Major competitors:

PDX Mice

Notable Labs

Mitra Biotech

Sage Medic

Foundation Medicine

Table 1: Competitive Analysis

| Company | Strength | Weakness | Opportunities | Threats |
|-----------------|--|---|---|--|
| Ourotech | -Can test combination therapies and immunotherapies -1-week test, costs \$25/per patient -Best used on breast, colorectal and brain (GBM) cancers | - Takes up more space than most in vitro tests | -Testing immunotherapies, a fast growing cancer therapy market | -Machine learning and big data eventually replacing all biological drug testing |
| PDX/Avatar Mice | Full metabolic and organ systems | -No immune system -Metabolic/organ systems aren't the same as humans -Testing takes 6 months -\$10-30k per patient Requires expensive infrastructure and hard to scale | -Test long term drug resistance in patients for long term treatments or as data collection that can be sold to pharma companies | -Machine learning/big data will replace all biological drug testing -Can't test immunotherapies, the fastest growing cancer treatment - Any lower cost competitor |