

Promega Corporation: Technology Areas of Interest



Mission Statement



Provide the most innovative biological reagents and integrated systems used in research and applied technology worldwide.



Highlights



Founded in 1978.
Headquartered in Madison, Wisconsin
Calendar Year 2013 Revenues ~\$350M USD
~1,300 employees in 15 countries
Over 3,000 products for life science
research and applied science distributed in
>100 countries

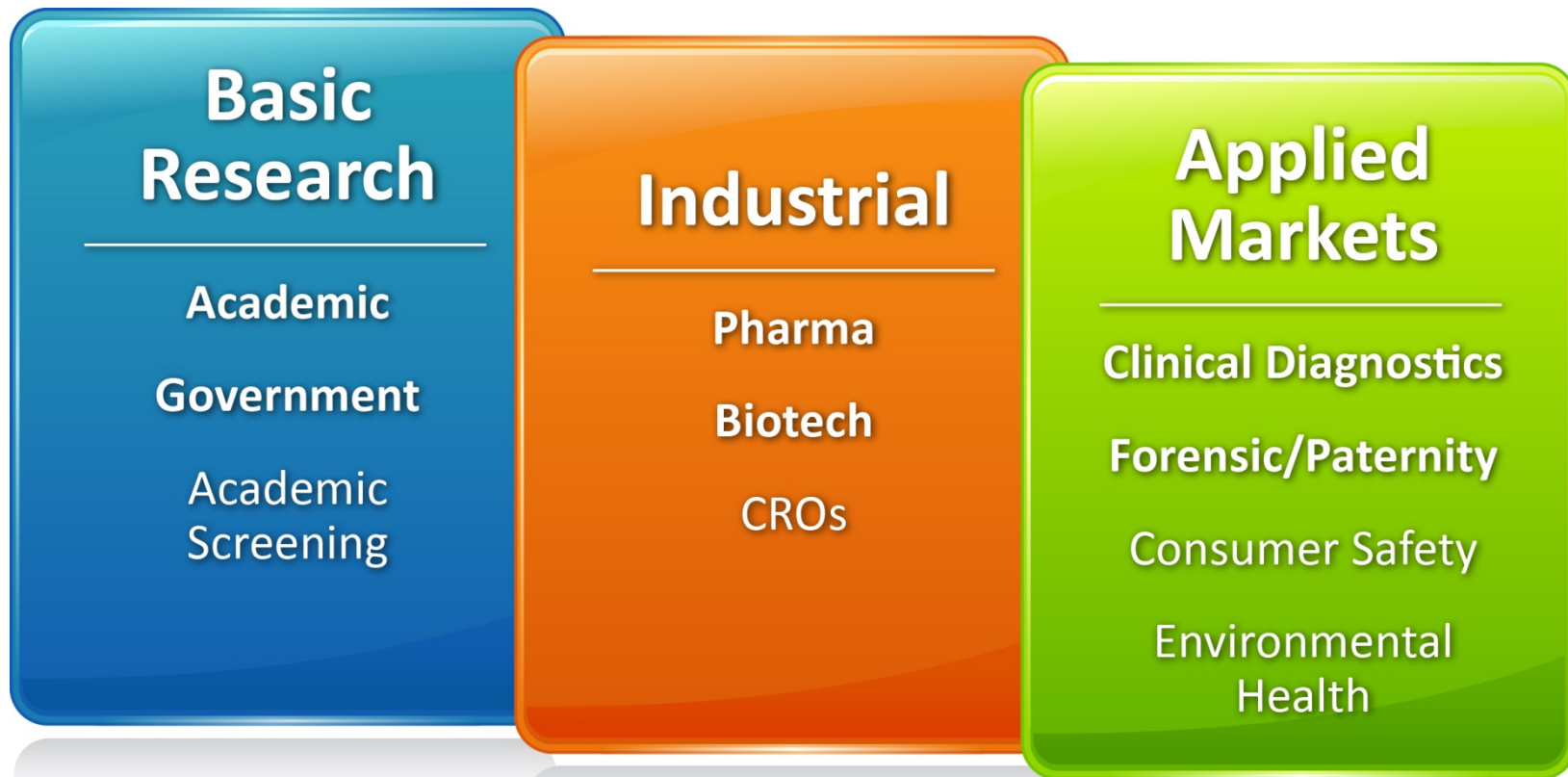
Promega Headquarters, Madison, Wisconsin

Commercial and Manufacturing Sites



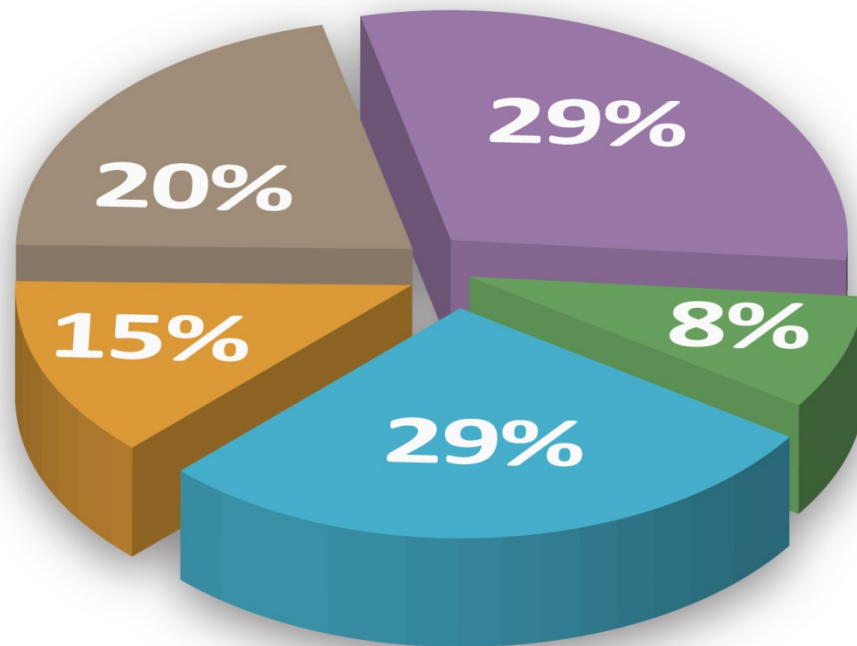
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Breadth of Market Segments



Segments in bold are primary markets for Promega.

Sales Mix by Primary Markets



Sales Mix Percentage by Primary Markets

- Academic
- Government
- Clinical
- Forensics & Paternity
- Pharma/Biotech

Sales by Region of the World



North America
Latin America
Middle East, Africa

46%



Europe

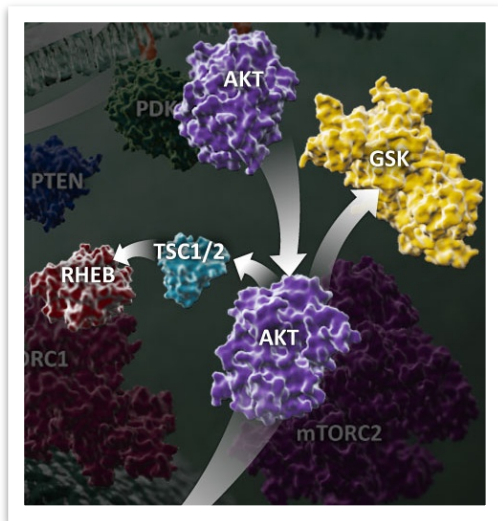
32%



Pacific
Asia

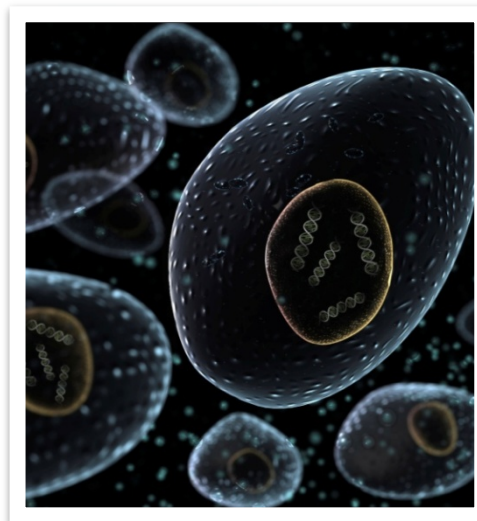
22%

Technologies and Strengths



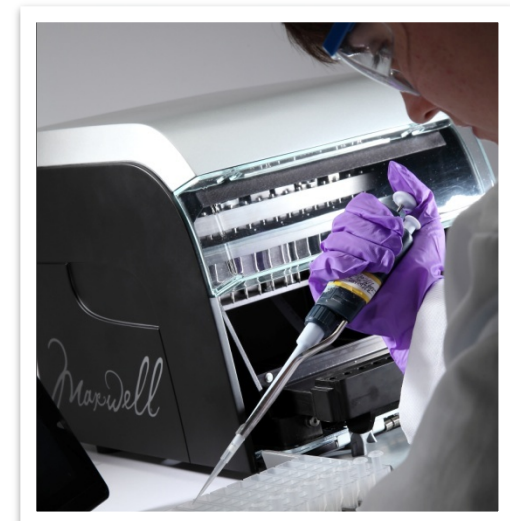
Cellular & Biochemical

- Assay Design (including custom design)
- Integrated Cellular Biology
- Macromolecular Design
- Protein Analysis
- Organic Chemistry



Nucleic Acid Technologies

- Purification
- Amplification
- Detection
- Human Genetic Identity



Integrated Automation

- Instrumentation
- Reagents
- Software
- Services

Capabilities and Strengths



Strong Intellectual Property

- Cellular Analysis
- Genetic Identity
- Genomics
- Proteomics

Collaborative Partnerships

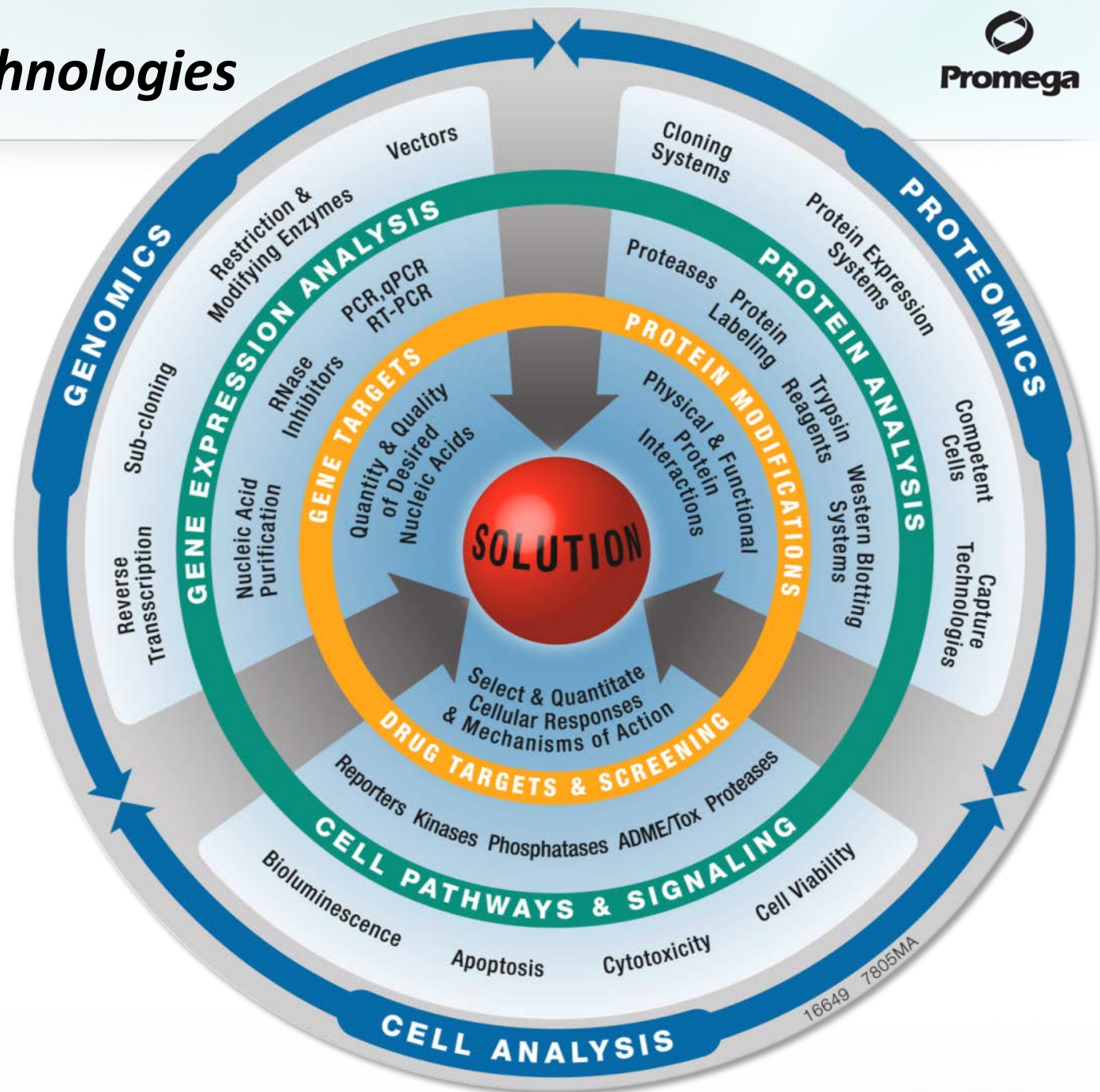
- Co-marketing
- Automated protocol development
- OEM and custom supply
- In and Out Licensing



Breadth of Technologies



Over 3000 tools support work for exploration from initial inquiry to specific complex questions.



Areas of Interest



Genetic Analysis:

- Novel, thermostable or high fidelity DNA polymerases
- Faster enzymes for integrated devices
- Gene Methylation and Epigenetics
- Automated RNA purification (for use on Maxwell)
- Field-compatible instrumentation for genetic analysis (DNA purification, rapid amplification, separation and analysis)



Areas of Interest

Genetic Analysis: *continued*

- Regulation of gene expression in mammalian cells
- Phenotypic and genotypic markers for human identity testing
- RNA and genomic DNA purification technologies
- Micro RNA purification and analysis
- Nucleic acid stabilization
- Differential tissue/cell extraction from samples
- Novel ways of high throughput DNA concentration



Areas of Interest



Instrumentation:

- Automated Nucleic Acid Purification
 - Additional capabilities for Maxwell system
 - Sample pre-processing
 - Plasmid purification
- Integrated Solutions
 - Maxwell application expansion
 - Instrumentation related to Promega's reagents



Areas of Interest



Cellular Analysis:

- Cell-based assays for discovery and development of drug leads, including assays of efficacy, specificity, and safety
- Bioassay technologies for development, evaluation, and production of biopharmaceuticals
- Technologies for manipulation, evaluation and analysis of stem cells, progenitor cells, and differentiated cells
- Novel transfection/infection methods for gene delivery into mammalian cells, especially stem cells
- Lentivirus vectors



Areas of Interest

Bioluminescent Technologies : (including optical imaging)

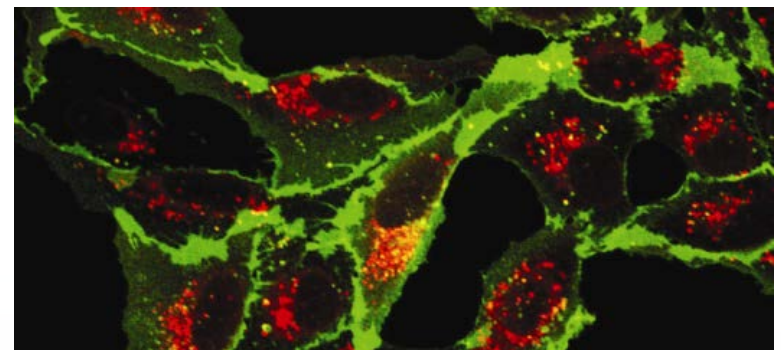
- Novel bioluminescent chemistries
(e.g. luciferases, auxiliary enzymes, etc.)
- Novel mutant luciferases
- Novel bioluminescent substrate derivatives
- Novel assay designs



Areas of Interest

Proteomics:

- Methods for preparing and analyzing samples by mass spec, especially for quantitative analysis of sample composition and protein structure
- Methods for detection of post-translational modifications (e.g., phosphorylation, ubiquitinylation, acetylation, glycosylation, etc.) and enzymes involved in their creation
- Methods for analyzing protein function in cells, cell lysates, and immobilized on surfaces (e.g, interactions, enzyme activities, etc.)
- Methods for development and evaluation of biopharmaceuticals (e.g., antibodies or recombinant protein therapeutics)
- Eukaryotic systems for in vitro synthesis of large amounts of active, soluble proteins
- New functionalities for HaloTag, including novel surfaces for protein capture, analysis, and purification



Areas of Interest

Chemistry:

- Red ligands: >600nm emission, as bright as xanthene dyes in water
- Dyes that sense environmental changes (pH, ionic concentration, etc.)
- Novel intracellular bioluminescent or fluorescent probes
- Novel luminophores for cellular analysis
- Novel fluorescent dyes for labeling and detecting nucleic acid
- Chemically cleavable linkers
- Solid phase formulation additive for stability and solubility



Areas of Interest



Forensic/Paternity Applications:

- qPCR instruments
- Liquid handling instruments
- Automated punch instruments for sample processing



Areas of Little Interest

- Specific therapeutic agents or genes/proteins
- Manual plasmid DNA purification
- Site-directed mutagenesis
- DNA sequencing
- siRNA/RNAi
- Standard transfection technologies
- Antibodies
- Prokaryotic expression vectors

Areas of Little Interest

- ESC or iPS cell lines or differentiated cell lines derived from them.
(Promega will cooperate with entities producing such cell lines to enable them to use Promega's reporter genes, HaloTag[®], or other technologies in their cell lines including cooperation in licensing)
- Label-free technologies
- Ab based clinical diagnostics
- Infectious disease clinical diagnostics

Technology Acquisition Team



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Promega licensing portal



Licensing Opportunities



At Promega, we are interested in pursuing business development partnerships via in-licensing, and we also offer out-licensing of a number of key technologies. We have extensive experience developing a wide range of technologies for drug screening, biotechnology, clinical, academic and applied markets. Our broad portfolio includes industry-leading bioluminescent assays, nucleic acid purification systems for manual to automated research and clinical applications, and protein purification, pull-down and analysis solutions. We hold significant intellectual property rights and licenses in several key areas that form a foundation for our diverse portfolio.

In-Licensing

We are actively seeking licensing opportunities in the following areas:

- Nucleic acid and Protein Purification
- Cellular Analysis
- Bioluminescent Technologies
- Proteomics
- Genetic Identity and Forensics



For further information on these areas of interest, please review the attached pdf document. Please contact us using the Promega Licensing Portal link on the upper right to disclose technology licensing opportunities.

Promega Licensing Portal

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