

## Summer Internship – Market Research

### About Verinnogen

Verinnogen Ltd., based at WeWork, Station Road, Cambridge, is a life science technology company that was founded to change the way pre-clinical cancer therapeutics are assessed during the drug development process. With our novel and innovative tumour measuring tool, therapeutic efficacy can be accurately and reliably determined within many pre-clinical studies, ensuring the highest quality of data is achieved without operator and technical bias.

Before new cancer treatments can enter clinical trials, they must undergo extensive (and expensive) testing *in vitro* and *in vivo*. From academic/charity research labs to “big pharma”, contract research organisations (CROs), and biotech companies, there is a heavy reliance on simple calliper measurements of subcutaneous tumour grafts to assess therapeutic effect. In fact, over 7 million rodents are used for this purpose every year with an estimated 70 million tumour measurements made using a method universally accepted as problematic. More accurate tumour measurements are expected to save over £30M per drug developed, reduce animal usage by 30%, and reduce false negative results to effectively zero, improving both the science and animal welfare.

Verinnogen has raised over half a million pounds in dilutive and non-dilutive funding, with investors and advisers that know the space intimately and understand the problem cancer scientists all over the world face in getting the most promising, life-changing treatments to patients. Through this funding, we have produced a number of devices ready for user testing and feedback including some of the cancer research giants of the field. The performance, usability, and feedback data generated will be crucial to determine Verinnogen’s route to market and form the basis of future fundraising.

### The Team

Verinnogen’s small but highly motivated team has a very diverse skillset and experience, all within a wider community of *pro bono* advisers, consultants, and investors. The team operates on a hybrid basis (i.e., through in person meetings and virtually) and within an informal environment.

Due to the early-stage nature of Verinnogen’s business, the environment is exciting, fast paced and is very ‘hands on’. As Verinnogen expands, it is looking for interns to join the team and support us in further development of our customer database, market and competitor analysis, and other market research outputs with the team. These exciting roles will help shape the market strategy of our product, delivered alongside our partners, to bring this much-needed technology to our customers worldwide.

You can find out more about Verinnogen [here](#).

### The Role

As an intern with Verinnogen you will be required to support us in delivering a number of internal projects and initiatives. Our aim is to match our interns with the projects that we have ongoing based on the learning desired by the intern and our delivery needs internally. An intern role at Verinnogen is flexible and will be based on the hours available from the intern and their study needs during the year. An internship with us could be for a few weeks, a few months or on an ongoing basis depending on the projects and deliverables we have at the time.

We have a particular focus at present on understanding more about all the relevant market nodes (potential customers) in our space. Understanding how they work, their needs, and deal flow will aid Verinnogen in identifying where the real value is and who we should target as our first customers/commercial partners. Given the low regulatory barriers for new products in the pre-clinical space, Verinnogen has the opportunity to become revenue generating very quickly but identifying the major opportunities and their associated requirements will ensure commercial and product development efficiency.

There are many factors to consider and so we need some time and support to understand:

1. Who are the major players in selling or using pre-clinical cancer models? This may include information gathering via online research and phone interviews, direct exchanges (e.g. through conferences, meetups, events) or email exchanges with academic/charity research groups, service providers (e.g. CRO's, animal breeding facilities etc.), pharmaceutical companies, biotechnology companies/startups etc. The questions they could be asked may be:
  - a. What types of animal models do they use, in what quantities/proportions?
  - b. What requirements do they have to fulfil their objectives?
  - c. What are their top two/three bottlenecks?
  - d. How do they find, evaluate, and purchase relevant new technologies?
  - e. How do they record, analyse, and store data generated through pre-clinical studies?

The outcome expected from this project are:

- Online search and information report/Excel spreadsheet
- Documentation (e.g. notes, summaries, numbers) of discussions with contacts
- High level summary and recommendations

To achieve this outcome, we expect that an intern will need a period of approximately 1 months working full time or between 120 – 160 hours over a period of 3 months.

### **Skills and Experience**

- Undergraduate degree or higher – either completed or being completed. We will review applicants from interns who are currently studying or looking for work experience post study. This could be an intern undertaking either a business focussed degree or a science-based degree.
- Experience running/participating in Zoom and Microsoft Teams meetings
- Ability to manage many tasks in parallel
- Good organisation skills
- Microsoft product suite
- Excellent written and verbal communicator
- Willingness to adapt to a fast moving and changing environment
- Ability to grasp new programmes and technology is essential.