

Science Exchange in Action



Excelling in the Crowded CRO Landscape

Helix BioStructures uses Science Exchange to accelerate project lifecycles and gain access to new clients

“As a small business, we wish every one of our clients would engage us through Science Exchange.”

– Josh Carter, PhD, Co-Founder and Chief Executive Officer

THE CUSTOMER:

Setting new standards for structural biology

With an unmatched talent in X-ray crystallography, Helix BioStructures is an industry leader in delivering fast and efficient structural biology services. Their expertise helps advance drug discovery programs involving structure-based target validation.

THE CHALLENGE:

Reaching large biopharma clients can be hard for a smaller CRO

Helix BioStructures, a small contract research organization (CRO), was struggling to access new clients, operate under the long payment terms (up to **90** days) that are standard to the pharmaceutical industry, and manage administrative challenges.

Entering the market as a smaller CRO was challenging because:

- Large biopharma organizations have strong relationships with large, preferred providers
- Scientists tend to use niche providers they have used in the past and already know and trust
- Helix lacked resources and opportunities to effectively market capabilities

THE SOLUTION:

Using technology to serve more customers, better

Helix BioStructures was able to reach many new target clients, including several top-50 pharma, by creating a free profile on the Science Exchange marketplace. Because Science Exchange is the leading platform for outsourced R&D, the majority of large biopharma organizations already use the marketplace to find new providers.

Helix BioStructures also opted into Science Exchange's Rapid Payment Program, which unlocked the following benefits:

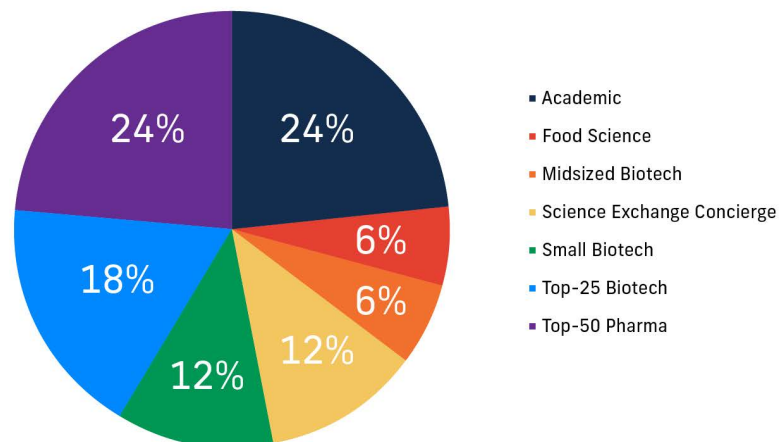
- Payments received in just 10 days
- Ensured reliable cash flow
- Eliminated administrative burden of collecting payment

THE OUTCOME:

From small CRO to top provider

In 8 months after joining the Science Exchange marketplace, Helix BioStructures has received RFQs from a wide range of customers, become a top provider for drug discovery research services, and has now worked with multiple top-50 pharma companies and top-25 biotech companies.

UNIQUE REQUESTERS BY TYPE



Breakdown of organizations requesting services from Helix BioStructures illustrates diversity of customers accessed through Science Exchange.

Interested in how the Science Exchange marketplace can help drive your business?

Contact providers@scienceexchange.com to learn more and apply.