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USERS FIRST!

User-Centered approach for data driven target validation

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The Partners:



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LOCATION



Stockholm



Helsinki

FOUNDED

2009 (26 employees)

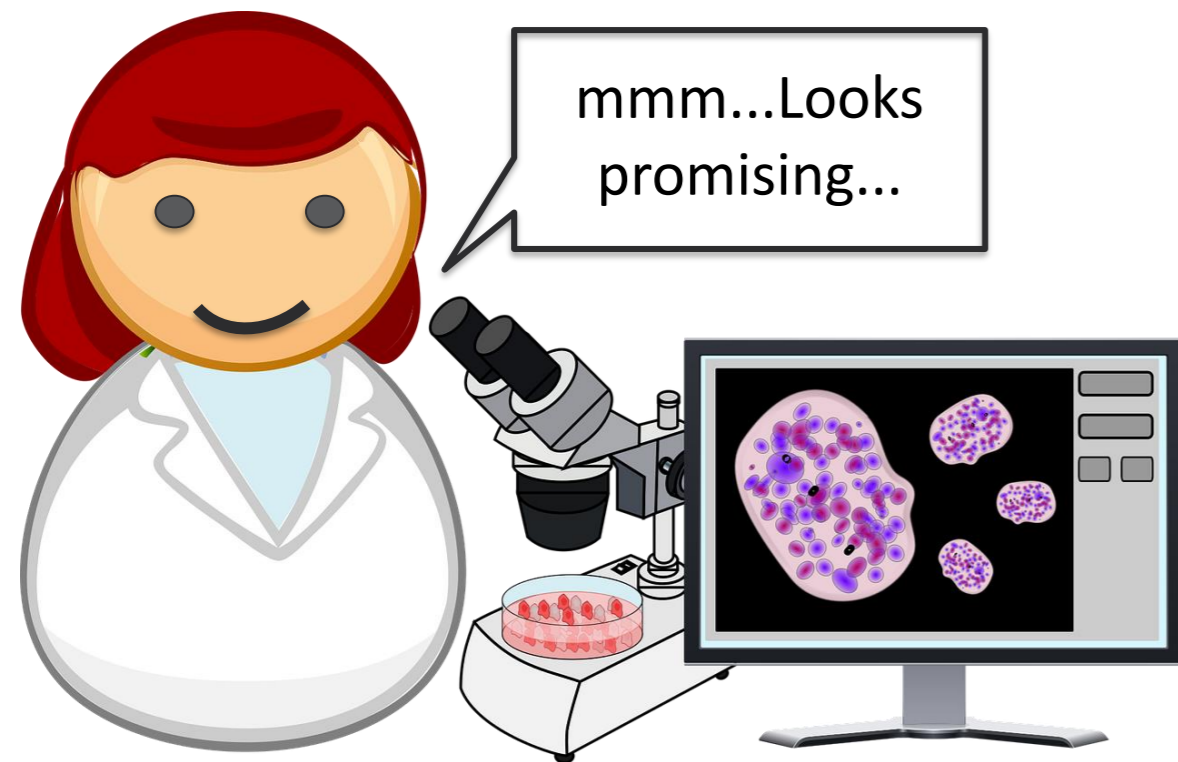
2009 (36 employees)

EXPERTISE

Oncology & metabolism

Bio-IT solutions

EARLY TARGET ATTRITION



The Solution



DATA DRIVEN TARGET VALIDATION

HOWEVER

DIFFERENT USERS NEED DIFFERENT
APPROACHES...



The Process: USERS FIRST!



DEFINE

DEVELOP



TEST

The Results



- The system is built for cell biologists
- Focus on finding the **successful targets**



“Very nice talk, great reflecting about one’s own work.”

Santiago, Sprint Associate Principal Scientist



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Thank you!
Feel free to ask any question

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