

# QuickStep ELISA Kits

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90 minute, 1 wash protocol using  
only 50ul sample!

Colm Ryan PhD | CEO



# ➤ About Us

- Founded in March 2017
- 120k Products
- Immunoassay & antibody tech
- HQ London | Logistics Dublin
- Distributors in 70+ Countries
- 120+ Citations

# ➤ Co-Founders



**Colm Ryan PhD**

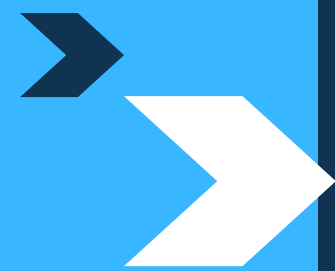


**Seán Mac Fhearraigh PhD**





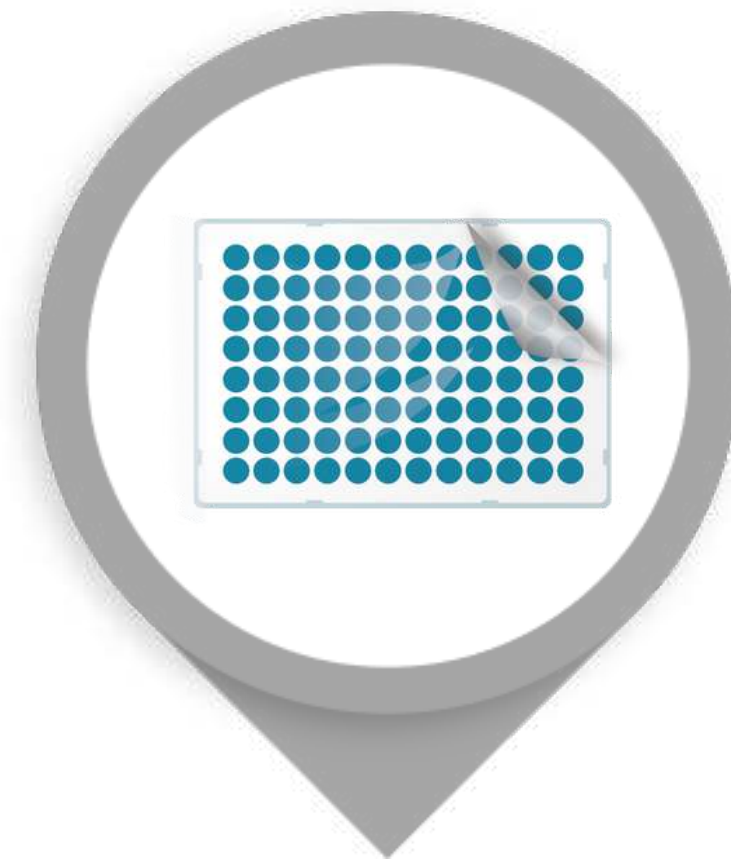
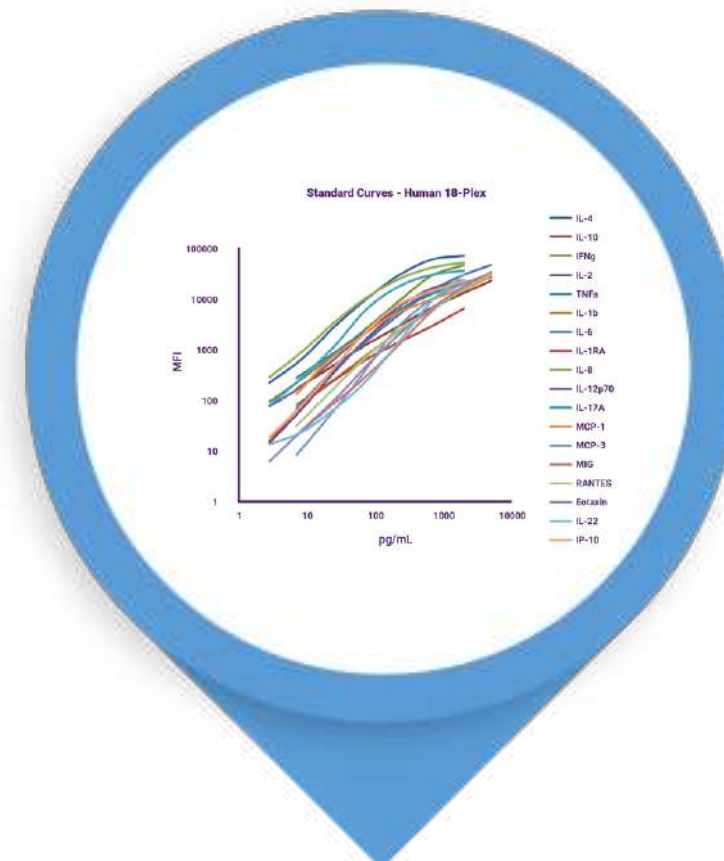
# Passion for Science



To make scientists smile through our innovative products, quirky marketing & personal interactions with our team



# Life Science Workflow Tools



## Antibodies

## Proteins

## ELISA

## Assays

**80,000 Products**  
 mAb, RmAb, Poly, Rec.  
 Flow Cytometry  
 Western Blot  
 IHC  
 ICC  
 SARS-CoV-2

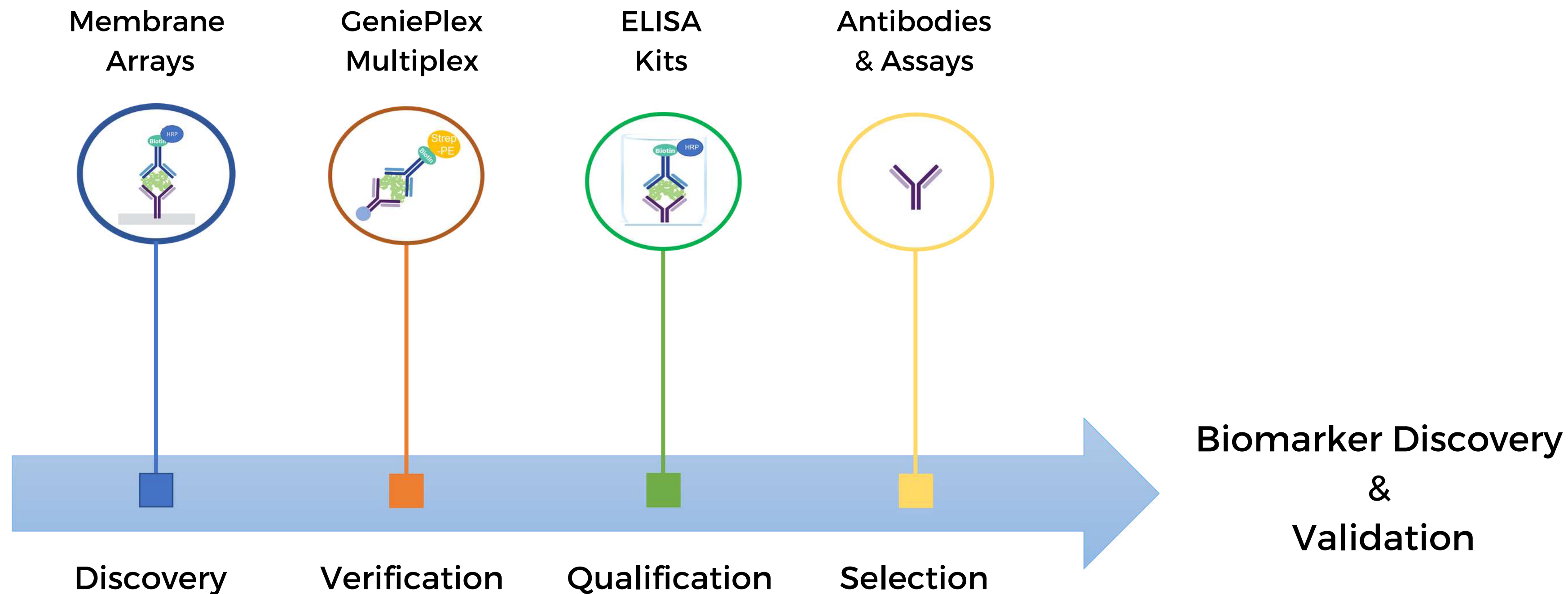
**7,000 SKUs**  
 Recombinant & Active  
 Mammalian Expn.  
 Bacteria Expn.  
 Insect Expn.  
 Yeast Expn.  
 SARS-CoV-2

Pre-Coated ELISA  
 Multiplex ELISA  
 Cell-Based  
 Transcription Factor  
 Biosimilar  
 DIY  
 Membrane Arrays

**500 SKUs**  
 Cell-based Assays  
 Biochemical Assays  
 Activity Assays  
 Genomics kits

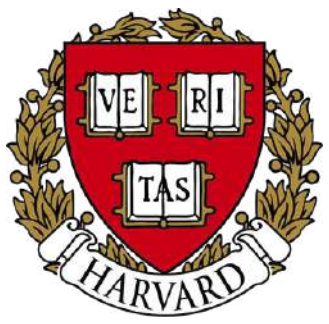
# Biomarker Discovery & Validation Process

Identical validated antibodies used throughout discovery workflow





# Working with Scientists around the World!



# Market Challenge

What are the biggest challenges facing ELISA users?

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**Laborious protocols with multiple steps for pre-coated ELISA kits**





# Problems with Current ELISA Kits



**Long Protocol Time: 3 - 5 hours**



**Multiple Wash Steps: 3 - 5**



**High Sample Volume: 100ul**



# What's Our Solution?








➤ 90 minute, 1 wash  
QuickStep ELISA Kits



Use 50ul sample &  
save 3 hours with  
automation friendly  
kits

# Key Features & Benefits

## 5 Key Features of QuickStep ELISA

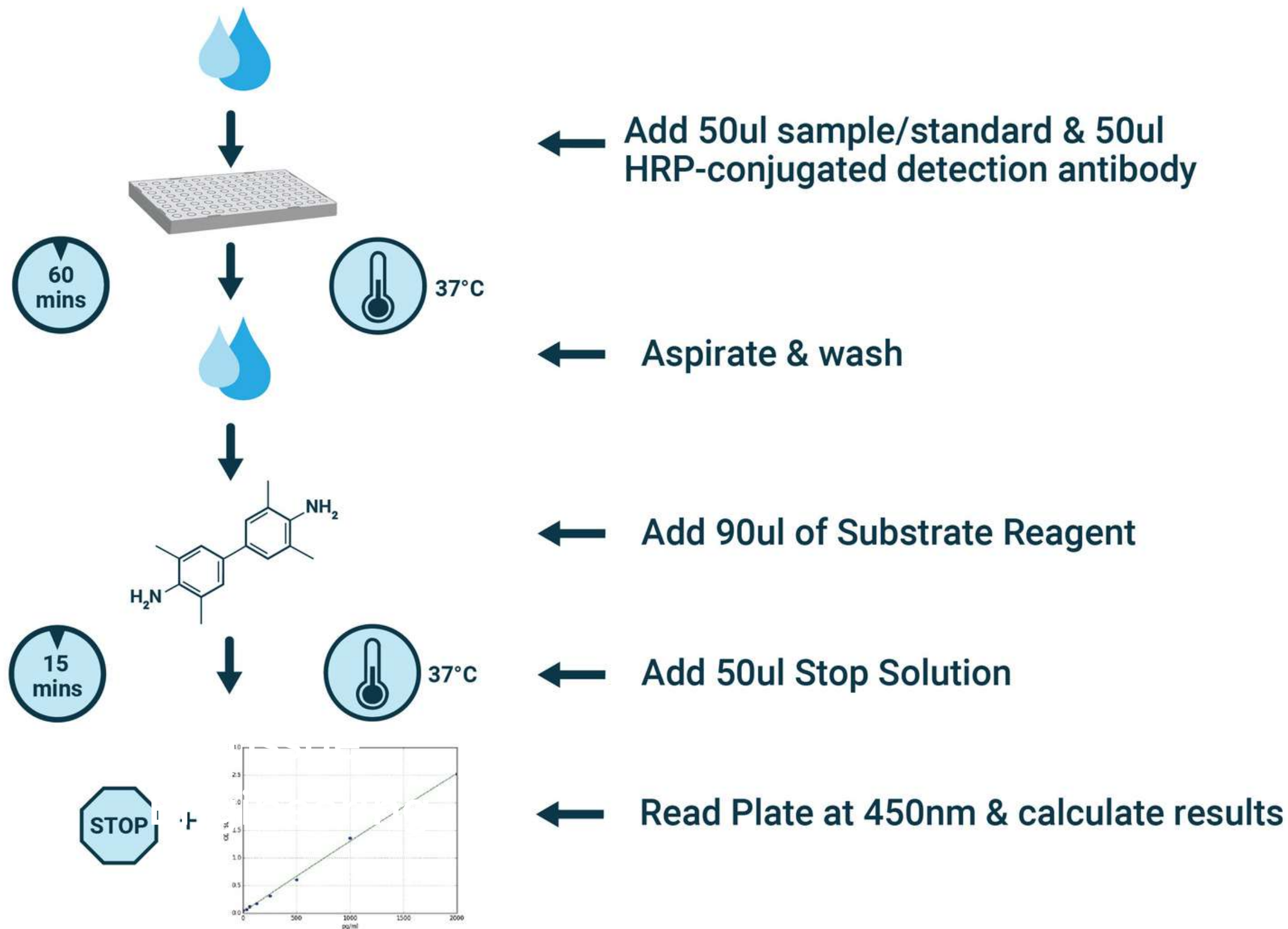
-  **90 Minute Protocol** | Save 1-2 hours versus traditional ELISA
-  **1-Step Wash** | Automation-friendly, 1-step wash design versus usual 3 wash steps
-  **50ul Sample** | 50ul Less sample required meaning more data from precious samples
-  **4degC Storage** | Conveniently store in your lab fridge for 6 months!
-  **Highly Validated** | Same great performance as traditional ELISA

AssayGenie 



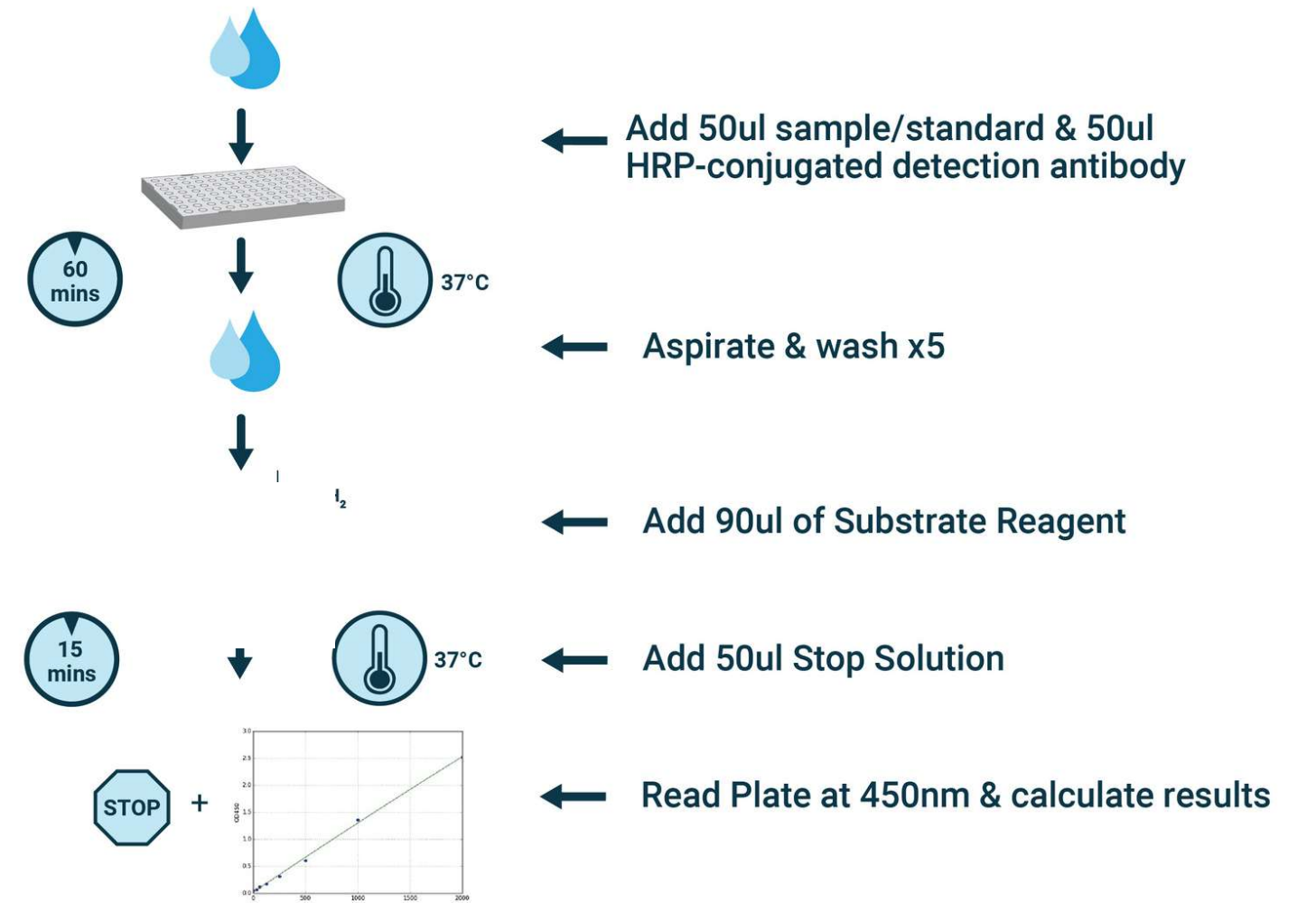
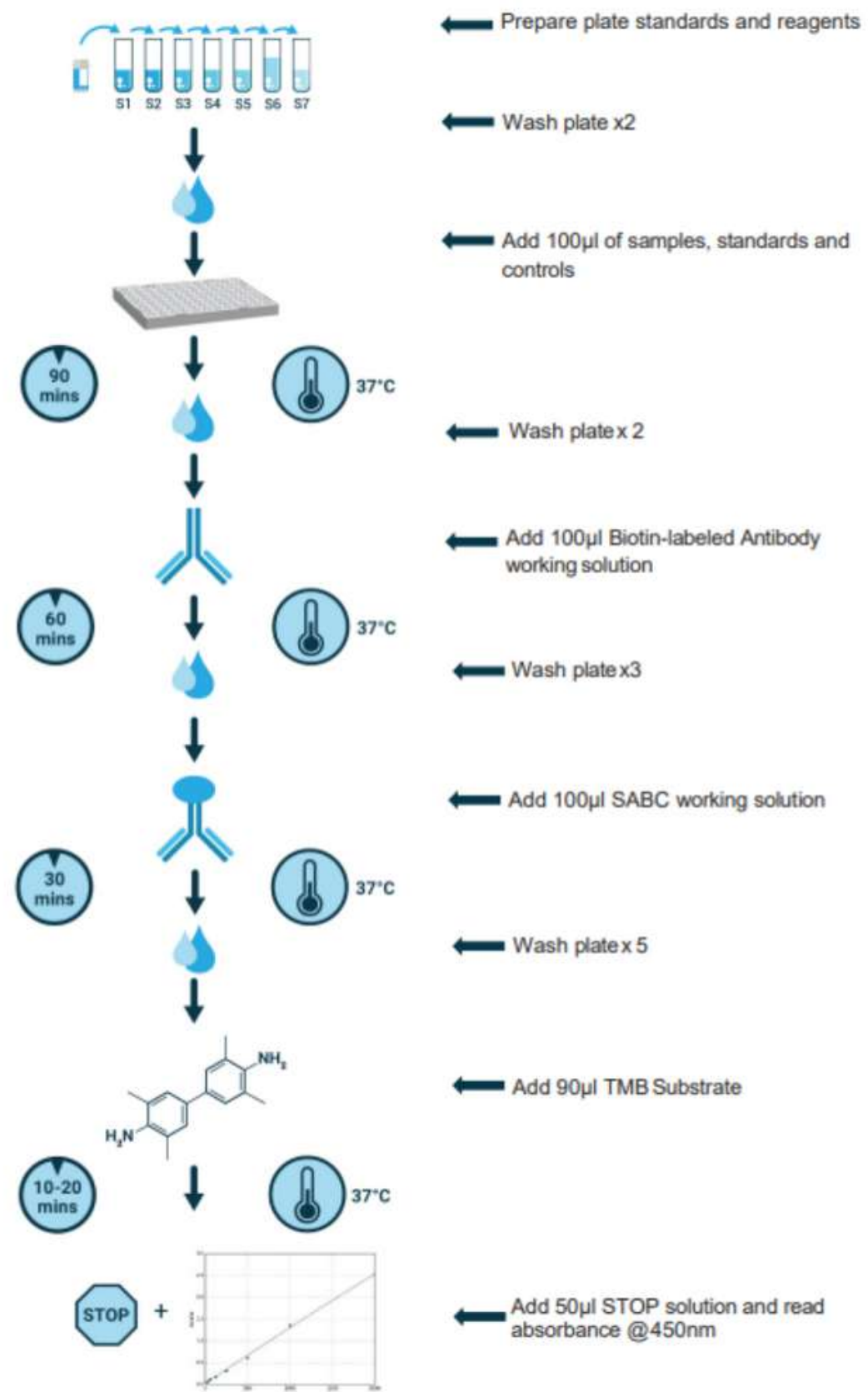
# QuickStep Simple 90 Minute Protocol

## Schematic



# ELISA Vs QuickStep

## Protocol Comparison



# High Performance & Data

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## QuickStep ELISA



# Ready-to-Use ELISA kits

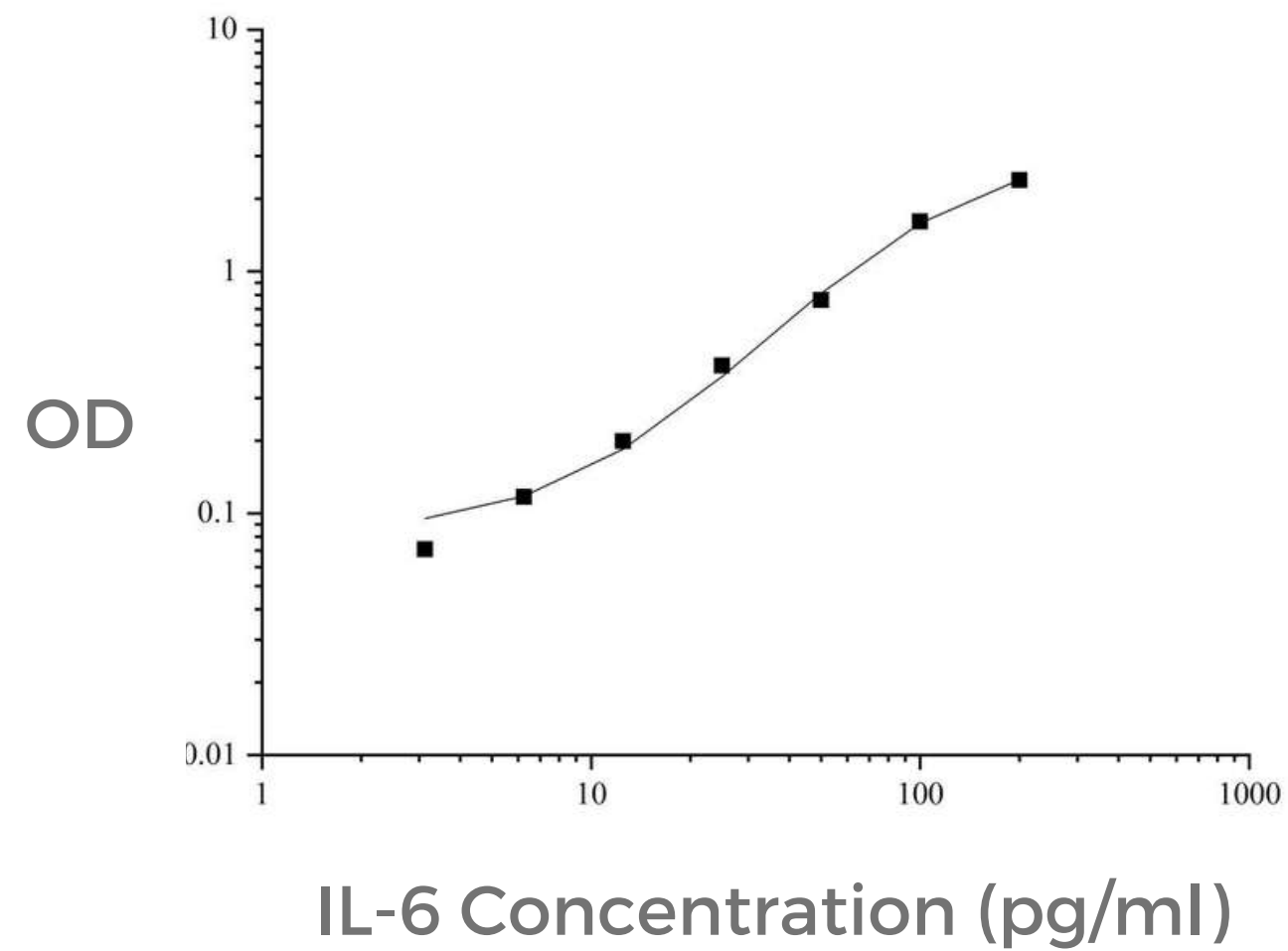
- ELISA Microplate 8×12 strips
- Lyophilized Standard
- Sample/Standard Dilution Buffer
- Antibody Dilution Buffer
- HRP-linked detection antibody (100x)
- Substrate
- Stop Solution
- Wash Buffer (25X)
- Plate Sealer
- Protocol
- Store 2-8 degC for 6 months



## Extensive Validation Data

Data included with each kit

- Linearity
- Range
- Sensitivity
- Spike-Recovery
- CV%
- Standard Curve



# Validated Sample Types & Stability

Excellent Performance



## Samples Types

- Serum & Plasma
- Cell Culture Supernatants
- Tissue homogenates
- Cell lysates
- Saliva
- Urine
- Breast Milk
- Gender & Age

## Stability

- >90% up to 6 months





# Superior Sensitivity & Range

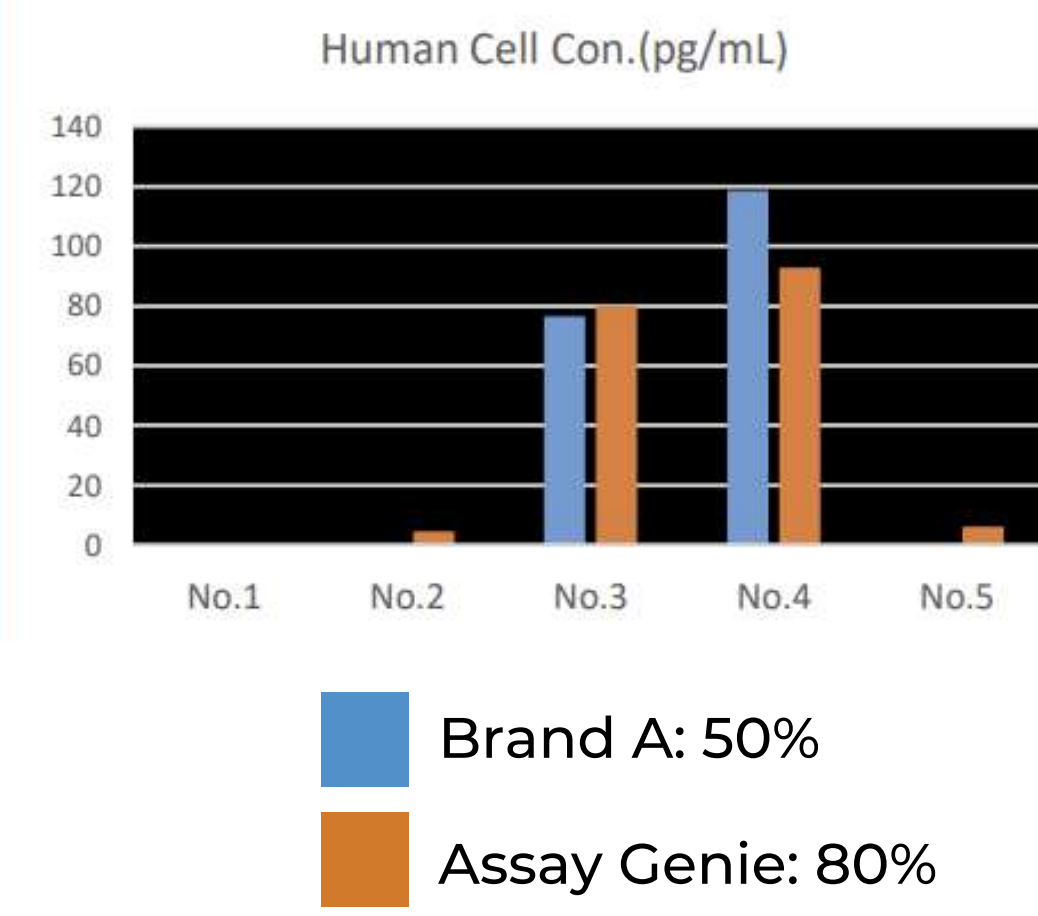
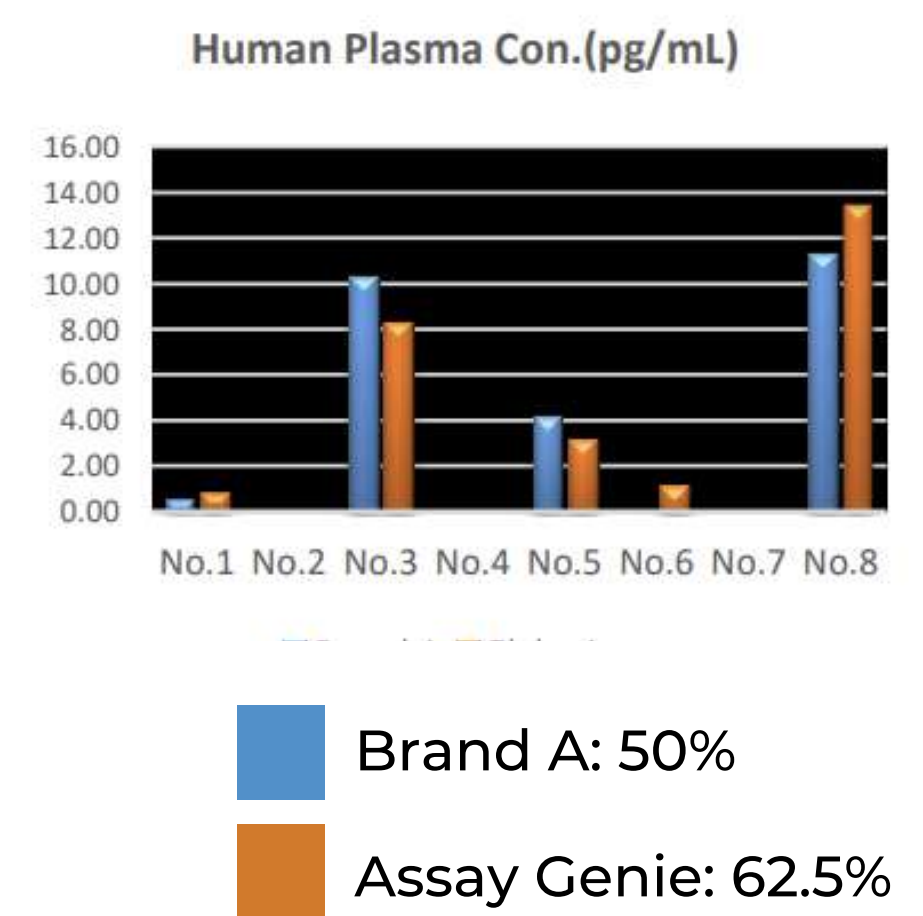
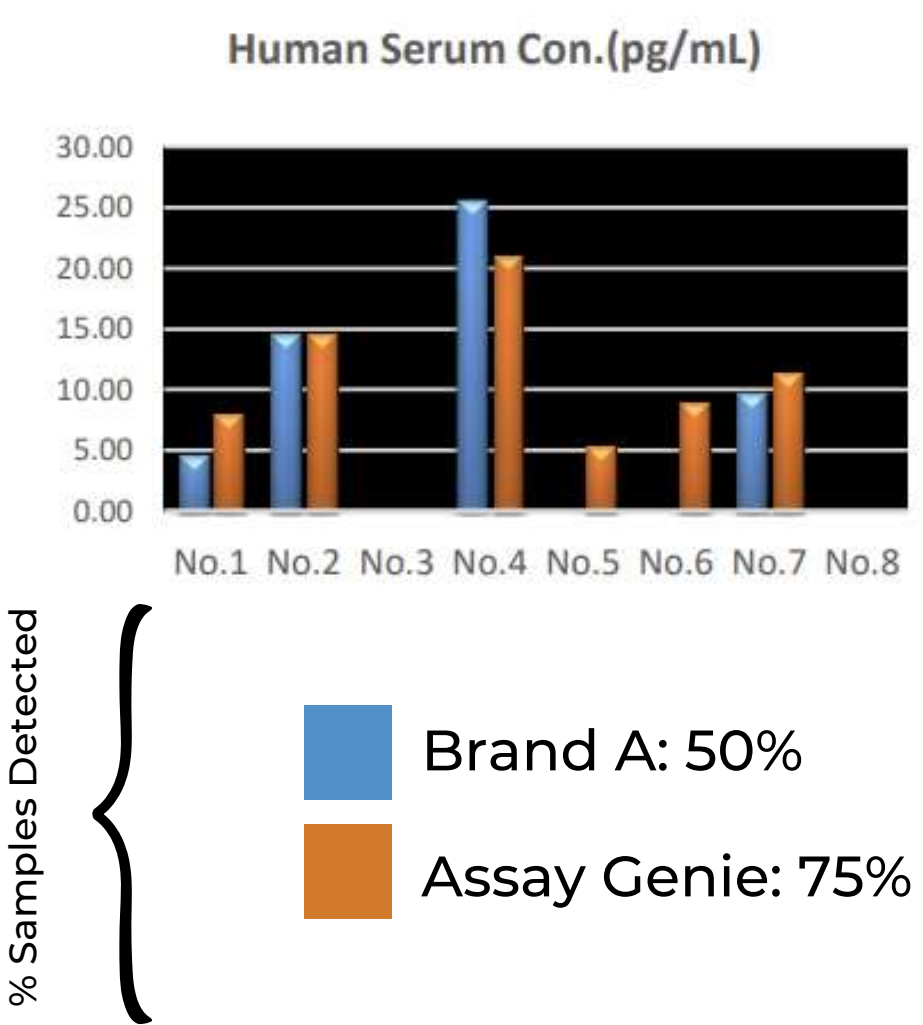
Superior Performance Versus Brand A | Human IL-6



Better Range

	Assay Genie QuickStep IL-6	Brand A Fast IL-6 ELISA
Detection Range	3.13-200pg/mL	4.69-300pg/mL

Superior Sensitivity



No.	Sample type
No.1	THP-1 Cell lysate
No.2	HUVEC Cell Supernatant
No.3	HUVEC Cell lysate
No.4	Hela Cell Supernatant
No.5	A-549 Cell Supernatant

# High Sensitivity Sandwich ELISA Kits

15 Validated Sandwich ELISA kits

Product	Code	Type	Range	Sensitivity	Research Area
QuickStep Human AMH ELISA	QSES018	Sandwich	78.13 - 5000pg/ml	46.88pg/ml	Developmental Biology
QuickStep Human CEA ELISA	QSES030	Sandwich	0.78 - 50ng/ml	0.47ng/ml	Tumor marker
QuickStep Human CRP ELISA	QSES016	Sandwich	125 - 8000pg/ml	52.1pg/ml	Inflammation
QuickStep Human D-Dimer ELISA	QSES024	Sandwich	125 - 4000pg/ml	53.1pg/ml	Cardiovascular
QuickStep Human FE ELISA	QSES017	Sandwich	62.5 - 4000pg/ml	24.31pg/ml	Inflammation
QuickStep Human IgA ELISA	QSES023	Sandwich	0.78 - 50ng/ml	0.14ng/ml	Inflammation
QuickStep Human IGF-1 ELISA	QSES026	Sandwich	3.12 - 100ng/ml	1.01ng/ml	Developmental Biology
QuickStep Human IL-6 ELISA	QSES015	Sandwich	3.13 - 200pg/ml	1.02pg/ml	Inflammation
QuickStep Human IL-8 ELISA	QSES028	Sandwich	15.63 - 1000pg/ml	9.38pg/ml	Inflammation
QuickStep Human Periostin ELISA	QSES027	Sandwich	3.12 - 200 ng/ml	1.52 ng/ml	Cancer
QuickStep Human αFP ELISA	QSES029	Sandwich	0.78 - 50ng/ml	0.47ng/ml	Tumor marker
QuickStep Mouse IgA ELISA	QSES038	Sandwich	1.56 - 100ng/ml	0.94ng/ml	Inflammation
QuickStep Mouse IgG ELISA	QSES036	Sandwich	1.56 - 100ng/ml	0.51ng/ml	Inflammation
QuickStep Rat Adiponectin ELISA	QSES053	Sandwich	0.39 - 25 ng/ml	0.18 ng/mL	Obesity & Diabetes
QuickStep Rat IgG ELISA	QSES052	Sandwich	7.81 - 500ng/ml	2.98ng/ml	Inflammation

# Multi-species Competitive ELISA Kits

47 Validated Competitive ELISA kits

Product	Species	Type
Estradiol (E2) ELISA x 10	Human, Mouse, Rat, Monkey, Porcine, Rabbit, Bovine, Canine, Chicken, Sheep	Competitive ELISA
Progesterone ELISA x 10	Human, Mouse, Rat, Monkey, Porcine, Rabbit, Bovine, Canine, Chicken, Sheep	Competitive ELISA
Estriol (E3) ELISA x 9	Human, Mouse, Rat, Monkey, Porcine, Bovine, Canine, Chicken, Sheep	Competitive ELISA
Testosterone ELISA x 7	Human, Mouse, Rat, Porcine, Bovine, Chicken, Sheep	Competitive ELISA
Cortisol ELISA X 7	human, Monkey, Porcine, Rabbit, Bovine, Canine, Sheep	Competitive ELISA
Corticosterone ELISA X 3	Mouse, Rat, Chicken	Competitive ELISA

# Sales & Marketing

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## QuickStep ELISA



# Flyer & Landing Page

Landing Page & Brochure

**QuickStep ELISA Kits**

90 Minute 1 Wash Protocol!

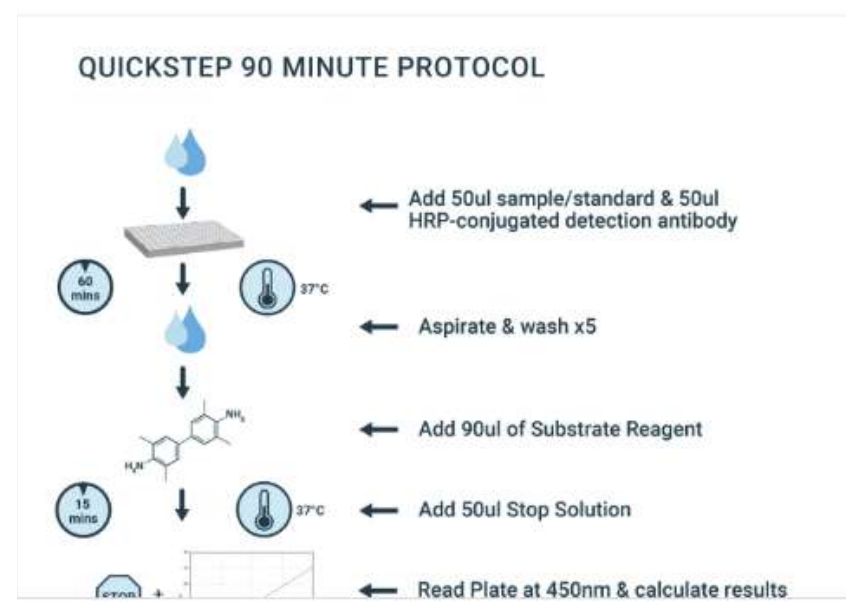
Explore QuickStep ELISA Kits



**QuickStep ELISA Kits**

90 minute, 1 wash ELISA protocol using only 50ul sample!

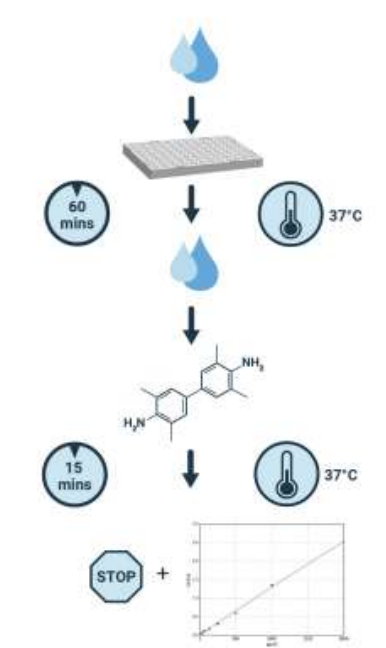
ELISA Results in 90 minutes with QuickStep kits!



## QuickStep ELISA Features

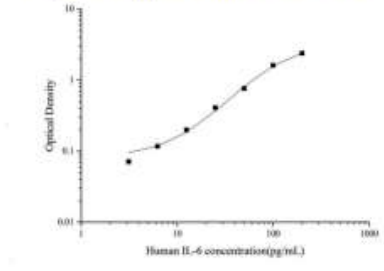
- **Fast** | 90 minute Assay time
- **Efficient** | 50µL Sample Volume
- **Easy** | Simplified Assay Procedures & 1 Wash Protocol
- **Validated** | Use in Serum, Plasma and Other Biological Samples

## 90 Minute/1 Wash Protocol

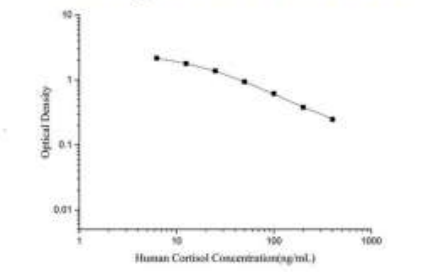


## Same Great Results

QuickStep Human IL-6 ELISA



QuickStep Human Cortisol ELISA



### Mouse QuickStep ELISA Kits

Code	QuickStep Product
QSE3032	QuickStep Mouse Corticosterone ELISA
QSE3033	QuickStep Mouse Estradiol ELISA
QSE3034	QuickStep Mouse Testosterone ELISA
QSE3035	QuickStep Mouse Estradiol ELISA
QSE3036	QuickStep Mouse IgG ELISA
QSE3037	QuickStep Mouse Progesterone ELISA
QSE3038	QuickStep Mouse IgA ELISA

### Rat QuickStep ELISA Kits

Code	QuickStep Product
QSE5048	QuickStep Rat Estradiol ELISA
QSE5049	QuickStep Rat Corticosterone ELISA
QSE5050	QuickStep Rat Testosterone ELISA
QSE5051	QuickStep Rat Estradiol ELISA
QSE5052	QuickStep Rat IgG ELISA
QSE5053	QuickStep Rat Adiponectin ELISA
QSE5054	QuickStep Rat Progesterone ELISA

### Canine QuickStep ELISA Kits

Code	QuickStep Product
QSE5006	QuickStep Canine Estradiol ELISA
QSE5007	QuickStep Canine Cortisol ELISA
QSE5008	QuickStep Canine Estradiol ELISA
QSE5009	QuickStep Canine Progesterone ELISA

### Chicken QuickStep ELISA Kits

Code	QuickStep Product
QSE5010	QuickStep Chicken Estradiol ELISA
QSE5011	QuickStep Chicken Corticosterone ELISA
QSE5012	QuickStep Chicken Testosterone ELISA
QSE5013	QuickStep Chicken Estradiol ELISA
QSE5014	QuickStep Chicken Progesterone ELISA

# Competitor Analysis | Abcam SimpleStep

Performance against SimpleStep

Parameter	Assay Genie	Abcam
Cat Number	QSES015	ab178013
Range	3.13-200pg/mL	7.8-500pg/mL
Sensitivity	1.02pg/mL	1.6pg/mL
Samples	Serum, plasma, cell supernatant, cell lysate, tissue, saliva, urine, milk	Cell culture supernatant, Serum, EDTA Plasma, plasma
Sample Volume	50ul	50ul
Incubation time	60 mins	60 mins
Incubation Type	Incubator @ 37°C	Plate shaker set to 400 rpm at room temperature
Developing time	15 mins	5 - 20 mins
Storage	2 - 8 deg C	2 - 8 deg C

# Competitor Analysis | R&D QuicKit

Performance against SimpleStep

Parameter	Assay Genie	R&D
Cat Number	QSES015	QK202
Range	3.13-200pg/mL	12.5-800pg/mL
Sensitivity	1.02pg/mL	2.95pg/mL
Samples	Serum, plasma, cell supernatant, cell lysate, tissue, saliva, urine, milk	Cell culture supernatant, Serum, plasma
Sample Volume	50ul	50ul
Incubation time	60 mins	60 mins
Incubation Type	Incubator @ 37°C	Horizontal orbital shaker (0.12" orbit) @ 500 ± 50 rpm
Developing time	15 mins	20 mins
Storage	2 - 8 deg C	2 - 8 deg C

# Competitor Price Comparison

Savings versus Abcam & BioTechne/RnD

## Competitor List Prices

### Abcam

- Human IL-6 @ €705
- Human IgA @ €705
- Rat IgG @ €685

1,241 SimpleStep kits available from Abcam

### R&D Systems

- Human IL-6 @ \$615
- Human CRP @ \$615

Few QuickIT ELISA available from RnD

## QuickStep ELISA

### Assay Genie

- Human IL-6 @ €599
- Human IgA @ €599
- Rat IgG @ €599

### Assay Genie

- Human IL-6 @ €599
- Human CRP @ €599

## Savings with Assay Genie

### Assay Genie Savings

- Save €106
- Save €106
- Save €86

### Assay Genie Savings

- ~\$10
- ~\$10

## Advantages

Assay Genie provide

A) Many more validated ELISA not available via R&D

B) Huge savings versus Abcam



# Sales and Marketing Strategy

- Find Customers** | Google, LinkedIn, Pubmed, Email. Customers using non-Human & animal samples or Abcam R&D systems & Thermo
- Uncover Pain** | Do you need ELISA for [insert Species]? How long does your current protocol take? Would you be happy if you had an ELISA kit that gave results in 90 minutes? How much sample do you currently use?
- Unique kits** | Specific focus on our unique kits not carried by competitors
- Close** | Stay in close to the customer and help them choose us by answering tech & sales questions



# ELISA | Ideal Customers

Who are the ideal customers for validated ELISA kits?

## Customer Type A

Human & animal model  
R&D scientists in academic,  
government or CRO  
facilities

## Customer Type B

Cancer, Stem cells,  
Angiogenesis, Obesity,  
Neuroscience, Tissue  
engineering researchers

## Customer Type C

Target customers using  
standard pre-coated ELISA  
from R&D systems, Thermo  
etc



# Case Study: UK | Big Win!

£30,000 Validated ELISA Order For UK Customer



## ► Challenge

Researcher couldn't find key ELISA kits for Human targets



## ► Solution

2 highly validated ELISA kits for her targets








## ► Benefits

Scientist was finally able to carry out project after long delays trying to source kits

By using our kits, the end-user won a huge amount of time meaning they could do more experiments with more samples, catch-up on essential reports & dramatically increase productivity

# ELISA Results in 90 minutes!

Re-cap: 5 Key Features of QuickStep ELISA

-  **90 Minute Protocol** | Save 1-2 hours versus traditional ELISA
-  **1-Step Wash** | Automation-friendly, 1-step wash design versus usual 3 wash steps
-  **50ul Sample** | 50ul Less sample required meaning more data from precious samples
-  **4degC Storage** | Conveniently store in your lab fridge for 6 months!
-  **Highly Validated** | Same great performance as traditional ELISA

AssayGenie 



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