

# From Assays to an End-to-End Solution


Having developed hundreds of PCR assays for their previous companies, ranging from swine flu to horse meat detection in beef burgers, the founders of YouSeq considered themselves experts in the chemistry behind PCR. After a decade of success in qPCR pathogen assay development, they were keen to find a new technology around which they could start a company of their own. They were quick to recognize the rising importance of Next Generation Sequencing (NGS) as an analytical method and that applied testing was a promising market where NGS could become the gold standard.

Their new company, YouSeq followed the same guiding principle of their previous companies - R&D driven by customer needs. **“That is how we wanted YouSeq to operate. By listening to the market first and then responding. We were not going to do R&D for the sake of R&D and create products without first identifying a market need.”** reminisces YouSeq Founder & CCO, Anoop Pillai.



Following this principle, they began their journey of developing a new product line. In their first week as a company, Anoop met with a leading distributor of sequencing platforms and they shared with him a gap in the industry that none of their competitors seemed to acknowledge. The distributor told him, **“there is a significant disconnect in the lack of understanding of what customers are trying to do. You can't expect to just ship instruments and ignore the other piece of the process. Customers need a way to seamlessly analyze the data...and that doesn't exist right now.”**

YouSeq was, at the time, in its infancy, and it wouldn't have made sense or been realistic for them to pivot based on a single perspective, nor were they going to magically gain an understanding of software development overnight. They continued to seek customer feedback, mostly from the United Kingdom where the research sector had a strong background in sequencing and from where many of the industry's sequencing chemistries originated. When asked about it, U.K. customers recognized the lack of available analysis software, but since they generally had access to bioinformatics teams, it didn't impact them as much.

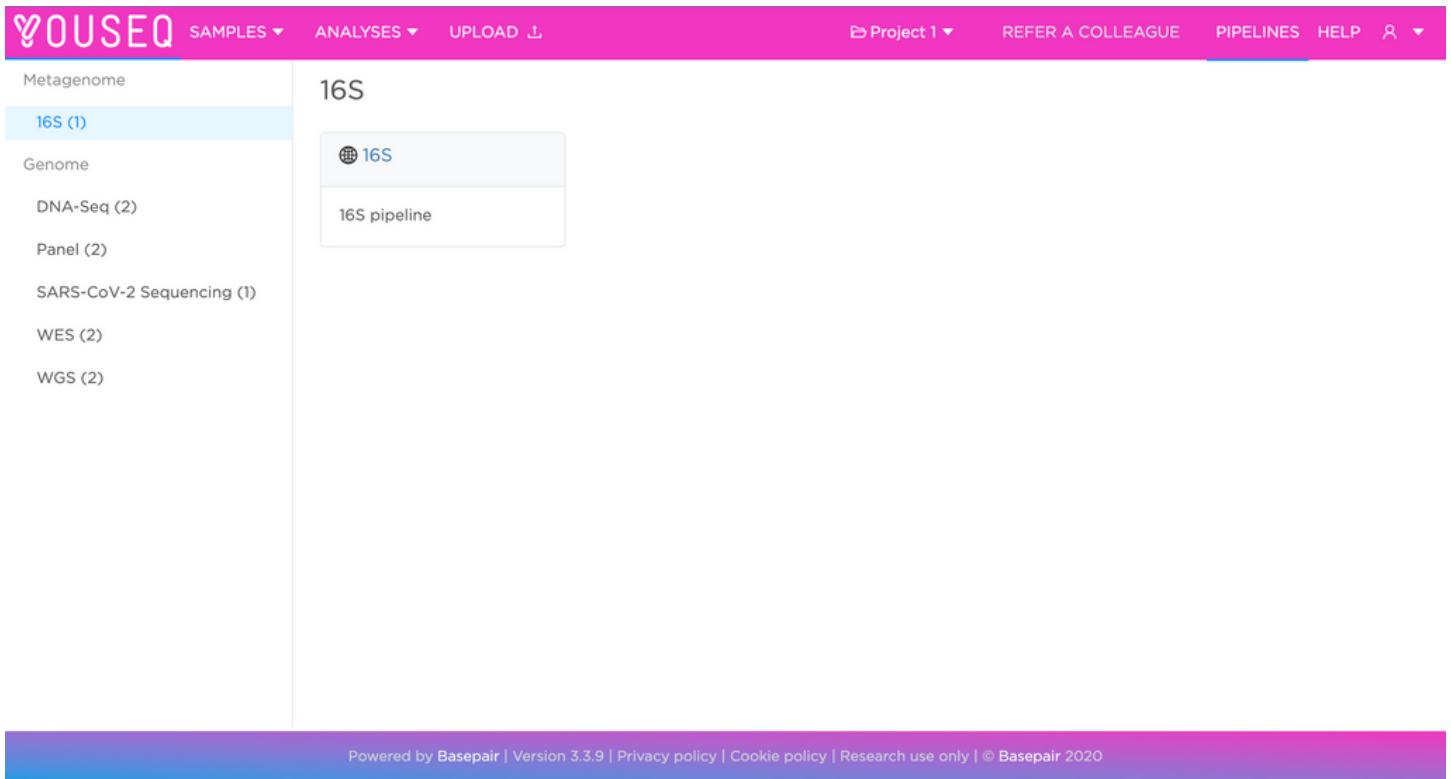


As YouSeq spoke with more prospective customers across the globe, they received pushback and questions because end-users were frustrated by the lack of simplicity. Customers had an instrument and YouSeq kits but they didn't have a user-friendly way to analyze the results. By not offering an end-to-end solution including analysis software, customers were left to figure out analysis on their own. In many cases, customers didn't have dedicated bioinformatics support and even when they did, they were often so busy with other projects it would cause a bottleneck and delay time to answer.

Not only was this a poor user experience, but it also meant customers were required to leave the YouSeq ecosystem in order to even understand the results of their tests. This gap jeopardized product sales and the financial future of the company. Anoop reflected on what the first distributor told him in their meeting **“other companies don't seem to care about software, even though they absolutely should.”**

He realized that not only was this a question of sales and ensuring the success of their company but it was also related directly to their company values of listening to customers first and developing solutions based on those needs. **“There is absolutely no way we would have ever considered going into software. We always said we were the chemistry experts. We didn't want to get into software, because we didn't have that expertise. However, our customers were telling us that this was the single biggest challenge in the NGS space.”**





As customer-driven innovators, they knew this was an opportunity that so many of their competitors had not bothered to explore. Over the following weeks, YouSeq and Basepair partnered on the creation of a portal that would be accessible to YouSeq customers, powered by their approved bioinformatics pipelines and complete with YouSeq branding. Today, each YouSeq assay is seamlessly and automatically bundled at the point of sale with access to their portal. Customers of YouSeq's NGS kits can simply log in to the portal and within just a few clicks upload, visualize, and understand the results from their data without needing the assistance of a traditional bioinformatics team.



**"We wanted to offer a complete solution and remove the complexities in NGS workflows by demystifying the processes. Simple chemistry and simple data analysis! Basepair helped us provide an elegant solution to address the data analysis worries of our customers and accelerate the sales process and customer onboarding."** Anoop and his team knew that launching a new company in an already competitive space crowded by well-established incumbents would be anything but easy. Nevertheless, thanks to the perspectives and insights gained from their prior experiences they were able to succeed in ways that existing players in the industry could not. They provided their customers not only with the chemistry they needed but they took it one step further by listening to their frustrations and building a seamless experience for them with the help of their partnership with Basepair.

**"Customers expect more than point solutions. They are looking for end-to-end solutions from a single vendor that just works. Thankfully in Basepair, we found a partner that was able to help us deliver on that expectation in a cost-effective and efficient way."**



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**Anoop Pillai**  
Founder & CCO - YouSeq

