Bioinformatics in Industry

Guy Yachdav, Andrea Schafferhans
Research in Pharma / Biotech / Agro

- Target identification (find new proteins)
- Target validation (annotate the proteins)
- Find “Hits” (interacting compounds)
- Develop “Leads” (compounds with “potential”)
- Test in vivo (statistical support)
(Scientific) Software Development

Software Development Roles

- Requirement analysis
- Forward looking prototyping
- Definition of use cases
- Implementation
- Definition of test cases
Technical Sales / Scientific Consultant

Sales process

Source:
Understanding the Customer

• What problems can your software solve?
• Why did other customers buy your software?

• What objectives does your customer have?
• Which capabilities help achieve that objective?

• Chain of Pain (relationships within the organisation)
• Critical Business Issues, Challenge, Solution
Alternative Career Options

• Entrepreneurial
  – Start your Own Company
  – Join a Venture Fund and Analyze Market Opportunities

• Finance
  – Apply Quantitative Skills To Predict Market Movements (quant)

• Regulatory
  – FDA