



**Contact:** Andrew Olson, VP Business Dev.

**Location:** Ann Arbor, MI

**Email:** Andrew@AdvaitaCorporation.com

**Tel:** (O) 734-922-0110 (C) 734-837-7908

**Website:** www.AdvaitaBio.com



U. S. DEPARTMENT OF HEALTH AND HUMAN SERVICES

National Institutes of Health



National Institutes of Health Commercialization Assistance Program  
(NIH-CAP)

## Company Profile

**Industry Sector:** Bioinformatics (Software)

**Company Overview:** Advaita Corporation is a developer of bioinformatics software tools for the research and pharmaceutical industries. Through its \$2.2M NIH STTR Phase II award, Advaita developed a software platform called Pathway-Guide™ for the analysis of data from high-throughput microarray and next-generation sequencing experiments. Advaita is the only company in the bioinformatics technology sector that focuses on the analysis of gene-expression data (vis a vis pathway analysis) rather than data curation. Our philosophy is that no matter how detailed your map is, you can only explore as well as you can navigate. We provide the most advanced “GPS engine” of pathway analysis.

**Target Market(s):** Pharmaceutical and drug development/discovery companies, research universities and institutions

## Key Value Drivers

**Technology\*:** Pathway-Guide™ is the most advanced commercial pathway analysis software available. It is the only tool that takes biological processes (as described by the pathway) into consideration in the analysis and ranking of results.

**Competitive Advantage:** There are two key competitive advantages to Pathway-Guide™.

1. **Target Identification:** Advaita's Pathway-Guide™ is the only pathway analysis tool able to detect and display coherent chains on the pathway that are the most impacted and should therefore be considered for further study and analysis
2. **Reliable Results:** Our advance analysis capabilities are able eliminate false-positive results. The market leading pathway analysis tools use a “brute-force” method to assess significance of results. This produces high false-positive results – as high as 57%.

**Plan & Strategy:** We plan to continue to develop new capabilities that our customers request and align our tools with market trends. We are exploring various commercial partnerships to enhance our offering to our current and future customers.

\*Technology development funded by the (*National Institute of General Medical Sciences of the National Institutes of Health*) and being commercialized under the NIH-CAP and Mi-ETF.

## Management & Advisory Team

### Leadership:

Sorin Draghici, PhD, President & CEO: Tenured Professor of Computer Science at Wayne State University

Andrew Olson, VP of Business Development

### Scientific Advisory Board:

Sorin Istrail, PhD.: Professor of Computer Science at Brown University

Michael Waterman, PhD.: University of Southern California Associates Chair in Natural Sciences and Professor of Biological Sciences, Computer Science and Mathematics, Member National Academy of Sciences

Charles F. Burant, M.D., Ph.D.: Professor of Metabolism and Director of the Nutrition Obesity Research Center at the University of Michigan

## Product Pip

Pathway-Guide	Concept	Alpha	Beta	Selling
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V 2.3

V 3.0

V 3.0 NGS

V 4.X

Advaita is currently shipping V2.3 of Pathway-Guide™. V3.0 is in beta testing and will be shipping late-April. V3.0 adds additional analysis capabilities as well support for multiple pathway databases. We are working on incorporating Pathway-Guide™ with Illumina's BaseSpace for NGS-based pathway analysis. We have a number of new capabilities in the pipeline that will be incorporated in future versions.