Using BioRecommender for Sales and Marketing

Content

Introduction

Overview of *BioRecommender*: BioRecommender is an AI-powered platform designed to streamline the process of identifying relevant researchers, diseases, genes, and products. It integrates extensive databases and advanced algorithms to provide precise recommendations and insights, saving valuable time and enhancing sales and marketing strategies.

Overview of *TheProphetAi API*: Api are lines of codes can be used everywhere to obtain what API is made to do. Basically, to retrieve recommended genes given an input of other genes. It is a stand-alone service, but integrated into Biorecommender in two parts

1) Recommend genes getting published genes in author as is (depending on filters imposed)
2) Allows the customization, deleting genes from author publishing and inserting new genes your own.

The API flow:

1) get an input from a source (CRM, ERP, manually, others)
    a. Input can be a company sku, the API translate SKU→Gene
2) Passing the genes to the neural network and elaborate a recommendation
    a. Translating the genes into company Sku. Genes→SKU
3) Can create an output, as desired:
    a. A PDF with the genes (Optional, to be created)
    b. A PDF with genes and SKU (names, Q, details, price, link) (Optional, to be created)
    c. A Excel file with all data (Optional, to be created)

    These data can be attached to a quote (automatically), exported, sent by email using the API

API specs (please show to your IT department)

DeepProphet Enterprise API - Swagger UI (theprophetai.com)
(https://api.enterprise.theprophetai.com/)

Machine to machine authentication
https://auth0.com/docs/get-started/authentication-and-authorization-flow/client-credentials-flow

Sales Strategies Using BioRecommender

How is important knowing before a visit or a call what the researcher is studying? Without going in recommending products, when you receive a call or you are going to visit a customer knowing what kind of disease, what has been used (as genes but also it is possible to search for competitor names inside works!), which techniques used in works it is very important to use your competence.
And if you can also foresee the products customer is going to ask, a hybrid knowledge using your competence and the recommendation, it is an invaluable tool to use with customers. This is Biorecommender.

Example 1: Selling Antibodies for Alzheimer's Disease

1. **Author Search:**
    - Search for researchers focused on Alzheimer's disease.
    - Filter by recent publications to find active researchers.
    - Identify common genes associated with Alzheimer's, such as APP, PSEN1, and APOE.
2. **Gene Recommendations:**
    - Use Biorecommender's AI to suggest related genes like BACE1 and MAPT.
    - Prepare a list of antibodies targeting these genes.
    - Contact researchers and highlight the relevance of your antibodies for their studies on Alzheimer's disease.
3. **Sales Approach:**
    - Schedule a meeting or send personalized emails with detailed product information.
    - Offer a demo or free sample of the antibodies.

Example 2: Targeting Cancer Researchers with ELISA Kits

1. **Deep Search:**
    - Use the Deep Search feature to find researchers working on cancer biomarkers.
    - Filter by institutions known for oncology research.
2. **Concept-Based Filtering:**
    - Identify common cancer-related concepts such as "oncogenes" or "tumor suppressors."
    - Extract the list of genes like TP53, BRCA1, and KRAS frequently studied in these papers.
3. **Product Matching:**
    - Match your ELISA kits to the identified genes and concepts.
    - Highlight the specificity and sensitivity of your kits in detecting these biomarkers.
4. **Engagement Strategy:**
    - Send targeted marketing emails or LinkedIn messages.
    - Offer webinars or virtual demos to showcase the efficacy of your ELISA kits.

Example 3: Engaging Researchers in Inflammation Studies

1. **Institution-Based Search:**
    - Search for top institutions conducting inflammation research.
    - List key researchers and their recent publications.
    - Print your report with all names in
2. **Gene and Product Recommendations:**
    - Focus on genes like TNF, IL6, and CRP.
    - Use AI recommendations to find additional related genes and products.
    - Prepare a standard quote, to suggest customers
3. **Customized Proposals:**
    - Create tailored proposals highlighting how your antibodies or proteins can enhance their research.
    - Schedule technical meetings with your experts to discuss product benefits.

Example 4: Exploring Neurological Disease Markets

1. **Concept Search:**
    - Start with broad concepts such as "neuroinflammation" or "neurodegeneration."
    - Refine the search to specific diseases like Parkinson's or multiple sclerosis. [RESEARCH TREE]
2. **Data Analysis:**
    - Analyse publication trends and frequently cited genes.
    - Identify gaps or needs in current research tools.
3. **Product Positioning:**
    - Introduce your innovative products designed for neurological research.
    - Use case studies and success stories to demonstrate product effectiveness. [www.theprophetai.com/help]
4. **Marketing Campaigns:**
    - Launch targeted email campaigns and LinkedIn posts.
    - Highlight unique features and recent advancements in your products.

Example 5: Supporting Cardiovascular Research

1. **Author and Gene Search:**
    - Identify leading researchers in cardiovascular diseases.
    - Focus on genes like MYH7, TNNT2, and ACTC1.
2. **AI-Powered Insights:**
    - Use BioRecommender to find additional relevant genes.
    - Prepare a comprehensive list of antibodies and ELISA kits.
3. **Engagement Plan:**
    - Contact researchers with personalized offers.
    - Provide technical support and training to demonstrate product usage.

Marketing Strategies Using BioRecommender

Marketing has the purpose to prepare a massive sales using a master example, a campaign or other that can help sales to increase turnover.
With Biorecommender it is easy to prepare a business case to expand to all the market, using distributors or direct sales.
you can follow the examples below, but the concept is quite simple, when you find a case e.g. researcher asked for XX, studying XY and in the past used YY, you can check how many had the same behaviour and so communicate to sales to repeat because it is easy to get an order....

Example 1: Indications for Sales and Distributors

1. **Disease-Specific Recommendations:**
    - Identify diseases being studied by potential customers.
    - Use BioRecommender to list common genes and chemicals associated with these diseases.
    - Prepare a guide for sales and distributors showing which genes (SKUs) to propose based on the disease being studied.
2. **Custom Recommendations:**
    - Use BioRecommender to associate concepts with diseases, and then link these to common genes.
    - Create custom recommendations for each distributor or sales team based on their customer base and research focus.

Example 2: Content Creation for Marketing Campaigns

1. **Educational Content:**
    - Generate blog posts and articles on the importance of certain genes and proteins in specific diseases.
    - Use insights from BioRecommender to create content that addresses common research challenges and solutions.
2. **Webinars and Workshops:**
    - Organize webinars focusing on the application of specific antibodies or ELISA kits in research.
    - Use data from BioRecommender to highlight the latest trends and research findings.

Example 3: Targeted Email Campaigns

1. **Segmentation:**
    - Segment your email list based on research interests and previous interactions.
    - Use BioRecommender to tailor email content to the specific needs of each segment.
2. **Personalized Emails:**
    - Include specific gene recommendations and product codes in the emails.

- Highlight case studies and success stories relevant to the recipient's field of research.

Example 4: Social Media Engagement

1. **Regular Updates:**
   - Post regular updates on LinkedIn and other social media platforms.
   - Share insights from BioRecommender about emerging research trends and common gene targets.
2. **Interactive Content:**
   - Create polls and interactive content to engage your audience.
   - Use BioRecommender data to generate discussion topics and gather feedback from researchers.

Example 5: Leveraging Partnerships

1. **Collaborations with Research Institutions:**
   - Partner with leading research institutions to validate and promote your products.
   - Use BioRecommender to identify potential partners and areas of collaboration.
2. **Joint Marketing Initiatives:**
   - Co-host webinars and workshops with partners.
   - Share BioRecommender insights to enhance the credibility and reach of joint initiatives.

By leveraging the advanced capabilities of BioRecommender, both the sales and marketing teams can create highly targeted and effective strategies to engage researchers and promote their products.

How to Use TheProphetAI API for Gene Recommendations

Overview of TheProphetAI API Services: TheProphetAI provides advanced AI-powered services designed to integrate seamlessly into your existing systems. These services help life science companies better understand their customers' needs, optimize product offerings, and increase sales by providing tailored gene recommendations.

API Service Features:

1. **AI-Powered Gene Recommendations:**
   - The API uses machine learning algorithms to analyze millions of scientific papers and data points.
   - It identifies relevant genes, diseases, and keywords, providing recommendations based on this data.
2. **Integration with ERP/CRM Systems:**
   - The API can be integrated into your existing ERP and CRM systems.
   - This allows for automated product bundling and personalized recommendations for your customers.
3. **Easy Setup and Use:**
   - The API is designed for easy integration, minimizing the need for extensive technical setup.
   - Comprehensive documentation and support ensure smooth implementation.

Using the API to Increase Sales

Example 1: Targeting Alzheimer's Disease Researchers

1. **Customer Inquiry:**
   - A researcher requests products related to genes associated with Alzheimer's disease (e.g., APP, PSEN1, APOE).

     Easy to use in Biorecommender, go to Ai service, insert the genes, observe the recommendation, print the report, act.
     Easy also in API (you can have everywhere CRM, ERP etc) compose the API with the 3 genes, receive the recommendation, ACT.
     With API you can also simulate a series of input to have the most probable genes to use when a customers use certain products, or again you can insert an entire pathway to understand the most probable product to suggest.

2. **API Query:**
   - Use the API to input these genes and get recommendations for related genes like BACE1 and MAPT.
3. **Product Recommendation:**

- The API suggests antibodies targeting these genes.
- Provide a tailored list of products to the researcher, highlighting the relevance of each product to their study.

4. **Sales Approach:**
   - Schedule a meeting or send personalized emails with detailed product information.
   - Offer a demo or free sample of the antibodies.

Example 2: Engaging Cancer Researchers (BUNDLING) with ELISA Kits

1. **Customer Inquiry:**
   - A researcher asks for products related to specific cancer genes (e.g., TP53, BRCA1, KRAS).
2. **API Query:**
   - Use the API to find additional genes related to these, such as PTEN and MYC.
3. **Custom Product Bundling:**
   - Bundle ELISA kits and antibodies relevant to these genes.
   - Highlight the specificity and sensitivity of your products in detecting these biomarkers.
4. **Engagement Strategy:**
   - Send targeted marketing emails or LinkedIn messages.
   - Offer webinars or virtual demos to showcase product effectiveness.

Example 3: Supporting Inflammation Research

1. **Customer Inquiry:**
   - A researcher requests products related to inflammation genes (e.g., TNF, IL6, CRP).
2. **API Query:**
   - Input these genes into the API to find related genes such as IL1B and CXCL8.
3. **Product Matching:**
   - Prepare a list of antibodies and proteins targeting these genes.
   - Provide tailored recommendations to the researcher, emphasizing the importance of each product.
4. **Customized Proposals:**
   - Create tailored proposals highlighting how your antibodies or proteins can enhance their research.
   - Schedule technical meetings with your experts to discuss product benefits.

Example 4: Exploring Neurological Disease Markets

1. **Customer Inquiry:**
   - A researcher is interested in genes related to neurological diseases (e.g., SNCA, LRRK2, PARK7).

2. **API Query:**
    - Use the API to find additional genes related to these, such as GBA and MAPT.
3. **Product Positioning:**
    - Introduce your innovative products designed for neurological research.
    - Use case studies and success stories to demonstrate product effectiveness.
4. **Marketing Campaigns:**
    - Launch targeted email campaigns and LinkedIn posts.
    - Highlight unique features and recent advancements in your products.

Example 5: Enhancing Cardiovascular Research

1. **Customer Inquiry:**
    - A researcher asks for products related to cardiovascular genes (e.g., MYH7, TNNT2, ACTC1).
2. **API Query:**
    - Input these genes into the API to find related genes such as MYL2 and TPM1.
3. **Product Recommendations:**
    - Prepare a comprehensive list of antibodies and ELISA kits targeting these genes.
    - Provide these recommendations to the researcher with detailed explanations and usage guidelines.
4. **Engagement Plan:**
    - Contact researchers with personalized offers.
    - Provide technical support and training to demonstrate product usage.

By leveraging TheProphetAI API services, life science companies can significantly improve their customer engagement, streamline their sales processes, and increase their market reach through precise and personalized recommendations. For more information and detailed documentation, visit ThePropheAI (The Prophet AI).