



3. What is the budget for this project?

4. What is the target date for deployment? How long should it be in market for?

5. Are the assets created? If not, when will they become available?

6. Are there any special circumstances for audience targeting that should be considered (geographic, industry, job title, etc. – see audience selection below)?

7. Will edits to your creative be required?

8. Is there any additional information you would like to share at this time (KPIs, marketing goals, research data, etc.)?

## **AUDIENCE SELECTION**

### **TITLES BEST ASSOCIATED WITH YOUR TARGETS**

CLINICAL RESEARCHER  
CORE FACILITY MANAGER  
GRAD STUDENT  
LAB MANAGER  
POST-DOC FELLOW  
PRINCIPAL INVESTIGATOR  
OTHER

PRODUCTION/PROCESS ENGINEER  
PROFESSOR/INSTRUCTOR  
REGULATORY QA/QC  
RESEARCH SCIENTIST  
SPECIALTY DOCTOR  
STAFF SCIENTIST

### **ORGANIZATION TYPE**

ACADEMIA/UNIVERSITY  
ASSOCIATION  
BIOTECHNOLOGY COMPANY  
CONTRACT MANUFACTURING  
ORGANIZATION  
CONTRACT RESEARCH ORGANIZATION  
DIAGNOSTICS COMPANY  
GOVERNMENT  
OTHER

HOSPITAL/CLINICAL LAB  
HOSPITAL/MEDICAL CENTER  
MEDICAL DEVICE COMPANY  
MEDICAL SCHOOL  
PHARMACEUTICAL  
RESEARCH INSTITUTE  
SPECIALTY LAB

## **GEOGRAPHIC REGIONS**

APAC (list any specific country targets in the space below)

CANADA

EUROPE (list any specific country targets in the space below)

CENTRAL / SOUTH AMERICA (list any specific country targets in the space below)

MIDDLE EAST / AFRICA (list any specific country targets in the space below)

UNITED KINGDOM

UNITED STATES

## TECHNOLOGIES / METHODOLOGIES / TECHNIQUES / DISCIPLINE

3D CULTURES	CELL BIOLOGY
ADME/TOXICOLOGY	CELL CULTURE / CELL MEDIA
AGRICULTURAL BIOTECHNOLOGY	CELL IMAGING
ANALYTICAL / MEDICINAL CHEMISTRY	CELL SCIENCE
ANALYTICAL CANNABIS	CELL SEPARATION / BEADS
ANALYTICAL INSTRUMENTS	CELL SIGNALING / TRANSDUCTION
ANALYTICAL TECHNIQUES	CELL VIABILITY
ANIMAL MODELS	CELL-BASED ASSAYS
ANTIBODIES	CHEMICAL BIOLOGY
ANTIBODY-BASED PROTEIN DETECTION	CHEMICAL ENGINEERING
APOPTOSIS	CHEMISTRY
ASSAY DEVELOPMENT	CHEMO-INFORMATICS
AUTOMATION/LIQUID HANDLING	CHIP SEQUENCING
BIO-PRINTING / BIO-FABRICATION	CHROMATOGRAPHY
BIOBANKING	CLINICAL CHEMISTRY
BIOCHEMISTRY	CLINICAL RESEARCH
BIOENGINEERING	CLONING
BIOFUELS	COMBICHEM
BIOINFORMATICS	COMPOUND LIBRARIES
BIOLOGICAL ORGANISMS	COMPUTATIONAL CHEMISTRY
BIOMARKERS	CYTOGENETICS
BIOMOLECULAR SCREENING	DNA ISOLATION AND PURIFICATION
BIOPOLYMER	DNA SEQUENCING
BIOPROCESSING	DRUG DELIVERY
CANCER EPIDEMIOLOGY	DRUG DISCOVERY
CANCER GENETICS	ELECTROCHEMISTRY
CANCER IMMUNOLOGY	ELECTROPHORESIS
CANCER RESEARCH/ONCOLOGY	ELISA
CANNABIS SCIENCE	ENGINEERING
CANNABIS TESTING	ENVIRONMENTAL CHEMISTRY
CAPILLARY ELECTROPHORESIS	ENVIRONMENTAL MONITORING: AIR

ENVIRONMENTAL MONITORING: WATER  
ENZYMES / REAGENTS  
EPIGENETICS  
EXOSOMES / MICROVESICLES  
FLAVOR CHEMISTRY  
FLOW CHEMISTRY  
FLOW CYTOMETRY  
FLUORESCENCE  
FOOD & BEVERAGE  
FORENSIC SCIENCE & CLINICAL  
TOXICOLOGY  
GAS CHROMATOGRAPHY  
GENE EXPRESSION ANALYSIS  
GENE TRANSFER  
GENETICS  
GENOME EDITING  
GENOTYPING / SNP ANALYSIS  
HIGH CONTENT SCREENING  
HIGH-THROUGHPUT SCREENING  
HISTOCHEMISTRY  
HPLC  
IMAGE CAPTURE AND ANALYSIS  
IMMUNOASSAYS/IMMUNOCHEMISTRY  
IMMUNOCHEMISTRY  
IMMUNOLOGY  
IMMUNOPRECIPITATION  
IN-VIVO RESEARCH  
INORGANIC CHEMISTRY  
LC / GC  
LC / MS  
LIMS & ELNS  
MASS SPECTROMETRY  
MEDICINAL CHEMISTRY

METABOLOMICS  
MICROARRAY ANALYSIS  
MICROBIOLOGY  
MICROFLUIDICS & ORGAN-ON-A-CHIP  
MICROSCOPY  
MOLECULAR BIOLOGY  
MOLECULAR DYNAMICS  
MONOCLONAL ANTIBODIES  
MUTAGENESIS  
NANOTECHNOLOGY  
NEUROCHEMISTRY  
NEUROSCIENCE  
NEXT GENERATION SEQUENCING  
NUCLEAR CHEMISTRY  
NUCLEIC ACID ANALYSIS  
NUCLEIC ACID HYBRIDIZATION  
OENOLOGY  
OMICS  
ORGANIC CHEMISTRY  
PATHOBIOLOGY  
PATHOLOGY  
PCR  
PEPTIDE SYNTHESIS  
PEPTIDES  
PETROCHEMISTRY  
PHARMACOLOGY  
PLANT BIOLOGY / PLANT SCIENCE  
PROCESS MONITORING  
PROTEIN BIOCHEMISTRY  
PROTEIN CHEMISTRY  
PROTEIN EXPRESSION  
PROTEIN ISOLATION AND PURIFICATION

PROTEIN-PROTEIN INTERACTION  
ANALYSIS  
PROTEOMICS  
QPCR/REAL-TIME PCR  
REAGENTS  
RECOMBINANT PROTEIN EXPRESSION  
RNA-SEQUENCING  
RNA/SIRNA  
RNAI  
RT-PCR

SPECTROSCOPY  
STEM CELL TECHNOLOGIES  
SYNTHETIC BIOLOGY  
TISSUE CULTURE  
TRANSDUCTION  
TRANSFECTION  
TRANSGENICS  
VECTOR DESIGN  
VIRAL VECTORS  
WESTERN BLOT



# APPROVAL AND AUTHORITY TO PROCEED

We approve the project as described above, and authorize the team to proceed.

Name	Title	Date