

Case Study – PhoreMost

Company

Name

PhoreMost is applying its next-generation phenotypic screening platform, SITESEEKER®, to identify novel disease targets for drug development and, crucially, how to drug them.

The Company is advancing internal drug discovery programmes with high growth potential, and has also generated an early revenue stream from collaborations with select partners in biotech and pharma in a number of disease areas, including cancer, immuno-oncology, ageing and targeted protein degradation.

PhoreMost was founded in 2015 from a Cambridge University spin out by a core team of leading scientists, including CEO Dr Chris Torrance, with early proof-of-concept data from a drug discovery platform developed by the lab of Professor Ashok Venkitaraman.

Objectives of the programme

Zyme has supported PhoreMost to:

- Position the Company as a leading player in the drug discovery field
- Educate key audiences on PhoreMost’s approach to drug discovery, including the SITESEEKER® platform and unique business model
- Raise the profile of the PhoreMost leadership team, increasing awareness of their scientific expertise and experience

Strategy and achievements

- Development of clear messaging framework and communications strategy in line with corporate objectives, to help ensure consistency across all activities and materials
- Development and ongoing maintenance of a PR plan, including timings and for all opportunities and activities
- Drafted, edited and distributed press releases to a tailored audience of local and life science media, achieving a high level of coverage
- Secured and managed opportunities to contribute to technical and thought leadership style feature articles in key publications, including Drug Discovery World, GEN, Manufacturing Chemist and Pharmaceutical Market Europe
- Supported awards entries, with successes including:

- CEO Chris Torrance recognised as 'Start-Up Entrepreneur of the Year', Barclays Entrepreneur Awards 2018
- 'Life Science Company of the Year', Cambridge Independent Science and Technology Awards 2019
- 'Tech Track Ones to Watch', Sunday Times Tech Track 100
- Shortlisted for:
 - 'Financing Deal of the Year', Scrip Awards
 - 'Best Emerging Biotech', OBN Awards
 - 'Hewitsons Award for Business Innovation', Cambridge News Business Excellence Awards
 - 'Life Science Innovation' and 'Disruptive Technology', Business Weekly Awards
- Provided conference support and secured panel speaker opportunity
- Developed PhoreMost's social media strategy, increasing following and engagement on Twitter and LinkedIn platforms
- Supported PhoreMost through its branding and website update
- Supported advertising, with copywriting and graphics

Client comment

"We have worked with Zyme throughout PhoreMost's development. We have always been impressed by their sector knowledge, attention to detail and responsiveness at times of need. All this combined with their excellent ability to distil complex concepts into clear messages mean that Zyme are integral to our corporate communications strategy."

Neil Torbett, Chief Business Officer, PhoreMost