

## Why **Geneius Laboratories** chose **BASME**:



**“The help and support we have received from our BASME contact has allowed us to accelerate our understanding and likely penetration of a new market that will enhance the company’s profitability”**  
**Jerry Barnes, MD, Geneius Laboratories**  
<http://www.geneiuslabs.co.uk/>

Above: MD Jerry Barnes with Richard Reed of Innocent Drinks

### **Company Profile**

- **Name:** Geneius Laboratories
- **Founded:** 2007 by MD Professor Jerry Barnes
- **Location:** Newcastle University
- **Number of Employees:** 28
- **Product/Service:** Food & Drink Testing Services & Specialist Microbiological Services

Geneius Laboratories was founded in 2007 by Managing Director, Jerry Barnes, and with natural links to Newcastle University, where Barnes is a Professor; the company currently operates from a dedicated premises on the University campus. Geneius provides ‘routine’ Food and Drink Testing services and Specialist Microbiological services to a number of blue-chip clients. Since conceptualisation, Geneius Laboratories has attracted a senior team of experienced microbiologists, and the company is rapidly building a reputation as a creative hive for advanced testing approaches in the food industry.

Geneius Laboratories responded to the needs of food industry by developing and launching to market a range of DNA-based testing aimed at the Food and Drink sector. This technology enables Geneius to undertake food routine pathogens testing with greater precision and speed than their competitors and their specialist approaches enable microbial contaminants to be identified and sources of contamination dissection with a view to their control/elimination.

### Staying ahead of the curve...

**Geneius are the only company registered by The United Kingdom Accreditation Service (UKAS) to provide such innovative microbial DNA analysis.**

## PRIMARY OBJECTIVE

Having established themselves in the Food and Drink Testing service sector, Geneius Laboratories were keen to **learn about Health Care sector market opportunities with a view to breaking into this market**. This was new territory for them, but expansion into this long established sector would allow them to **accelerate the growth of their business**. It was this desire that prompted them to join the BASME programme in 2012.

### WHAT BASME DID...

- ✓ **Market research:** The BASME team conducted market research into the markets Geneius Laboratories currently operated. These results formed the foundation of a custom business strategy.
- ✓ **Made their business our business:** BASME took the time to learn all about the technology they were using; understanding their USPs and recognising the company's perceived barriers to growth. This meant that the BASME team understood exactly how the company saw itself and what it envisioned for the future.
- ✓ **Created a business acceleration strategy:** In order to help Geneius Laboratories penetrate the pharmaceutical industry the BASME team drew on their experience of the Health Care sector and that of our supporting mentors.
- ✓ **Arranged key meetings with key figures:** The BASME team set up a key meeting with the Director of Technology Development at **Aesica**, Barrie Rhodes, to help Geneius Laboratories understand the need for microbial testing in the pharmaceutical industry.
- ✓ **Got the pairing right:** As a company **Aesica** are incredibly forward-thinking and they recognise the importance of collaborative practice and how innovative partnerships, such as this one, could accelerate R&D and make changes that bring wider reaching benefits to the sector.
- ✓ **Advised on funding:** Funding plays a key role in turning theory into reality and the BASME team were able to assist Geneius Laboratories by helping them to secure funding for additional resources including marketing and positioning.
- ✓ **Provided information on how to apply for trademark registration:** The BASME team introduced Geneius Laboratories to the **Investment for Growth Fund** who specialise in helping SMEs based in the North East England grow their business by providing funds for projects dedicated to encouraging business growth



## THEY NEEDED?

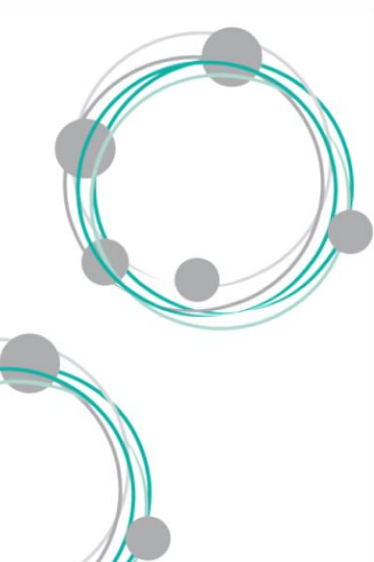
Geneius Laboratories **wanted to know how they needed to adapt** their current services to suit the specific needs of the Health Care sector, but they required assistance when it came to gaining **access to core information** and **key contacts**.

### WHAT BASME DID...

- ✓ **Helped them break into new markets:** The BASME team helped Geneius Laboratories understand the Health Care market sector testing requirements and expectations by introducing them to experienced and established companies already trading in the sector.
- ✓ **Helped to generate new leads:** The BASME team introduced Geneius Laboratories to **Edwards Analytical** (Newton Aycliffe), who offer testing services to the Cosmetic, Pharmaceutical, Food and Health Care industries. The BASME team recognised there was scope for the two companies to collaborate and this formed the rationale for establishing connections between them.



Above: Rapid DNA analysis using the QIAxcel Advanced System



## THIS RESULTED IN

**The creation of a meaningful and sustainable partnership between companies:** In particular, the collaboration between **Edwards Analytical (Newton Aycliffe)** and **Geneius Laboratories** promises to benefit both parties and result in wider benefits to the Health Care sector.

- **Increased opportunities to diversify their market:** Geneius were able to identify key barriers and opportunities to break into their chosen new market.
- **Opportunities to Cross-sell:** As a result of the collaborations introduced through BASME the new partnerships have facilitated access and cross-selling to new clients.
- **Continuing developments:** The collaborating companies are continuing to develop their relationships and refine technologies that seek to be of benefit to the industry and strengthen the Northeast's position in the Process Industry supply chain.



Above: Head of R & D busy in the lab

**NEPIC - the North East Process Industry Cluster** NEPIC is a cluster organisation that works across a broad range of inter-related chemistry using industries, such as bioprocessing, chemicals, polymers and composites, pharmaceuticals, specialities and renewable energy and low carbon materials, and their supply chains within Northeast England. This is a globally significant region for the process industry as there are more than 1400 companies directly involved or in the supply chain of these sectors, generating £26bn of annual sales, who employ 190,000 people and export £12bn each year. This is the Northeast's largest industrial sector and vital to the future of the Northeast economy. By providing a more collaborative environment the cluster has created a more compelling interactive and proactive business community, which is a more attractive environment for investors; and helped raise the international profile resulting in a strong investment portfolio of 62 projects totalling £6.5bn. [www.nepic.co.uk](http://www.nepic.co.uk)

**Regional Growth Fund** The Government's Regional Growth Fund (RGF) is a £2.6 billion fund operating across England from 2011 to 2016. It supports projects and programmes that lever private sector investment to create economic growth and sustainable employment. The first three rounds will generate over £13 billion of private sector investment and create or safeguard over 500,000 jobs. The fourth round of RGF will make a further £350 million available in the pot and bidding has now closed. For more information please go to: [www.gov.uk/understanding-the-regional-growth-fund](http://www.gov.uk/understanding-the-regional-growth-fund)