



# Clinipace

Technology-Based Clinical Research Solutions

start-up opportunity

Clinipace develops and markets software applications designed to substantially improve the clinical trials process. The company offers first-in-market process improvements and patented operational and innovative service delivery models designed to streamline the steps necessary to take new clinical innovations to market. Its comprehensive, Internet-based technologies enable pharmaceutical, biotechnology, and medical device companies to shorten time-to-market for new products while reducing costs and improving patient safety. Clinipace is poised to become the leading clinical trials software and services company.

## Technology

TEMPO™, the premier Clinipace technology, is the first patented, integrated product that packages essential core trial elements into a single, easy-to-use platform delivered completely via the Internet. TEMPO™ gives investigators, coordinators, monitors, and sponsors real-time global access to study sites. It is a unique, comprehensive clinical trials platform that centralizes and manages core trial workflows in an Oracle database, including IRB approvals, protocol training, patient randomization and data capture. No other product available today has the capacity to facilitate as many essential workflows as Clinipace's TEMPO™.

## Market Potential

Clinipace estimates that the addressable market segments for the TEMPO™ platform sales are approximately \$1 billion and growing at 20% annually, according to a report by BBC Research. The broader eClinical market in which TEMPO™ competes is estimated by Health Industry Insights (IDC) to grow at a 15% CAGR to \$3.1 billion by 2011 as mass adoption continues. The Tufts Center for Study of Drug Development estimates 16% annual growth for the next 5 years for clinical services outsourcing, or the CRO market. Total CRO revenue for 2008 is estimated to be greater than \$15 billion.

## Strategy

Clinipace initially strategically positioned itself as a solution for post-approval studies and registries when it entered the market in late 2004. The phase IV trials marketplace alone was estimated to be more than \$12 billion in 2007. With the safety concerns related to Celebrex, Vioxx, Avandia and Title IX of FDAAA (REMS), the phase IV and registry business is a fast growing clinical trials segment (growing 15%+ annually). In late 2008, the company shifted its core strategy to include phase I-IV projects. Clinipace will continue to leverage its expertise in the phase IV segment but is also now credibly bidding on Phase I-III projects, and winning them.



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## Management Team

### Jeff Williams — CEO

Former CEO/Co-founder of NextAudio and President/Co-founder of MediaSpan (both software and Internet services businesses serving major media companies), Mr. Williams is an experienced start-up entrepreneur with a proven track record in this industry. He successfully launched three start-ups in the past eight years. Prior to these successful ventures, he spent 13 years within GlaxoWellcome and Novartis in various marketing, sales and business development positions, pioneering some of the earliest consumer-based ad campaigns within the industry.

### Ron Marks, Ph.D — Chief Scientific Officer

Dr. Marks is a skilled, knowledgeable biostatistician and biomedical researcher and has served as a faculty member in the UF Division of Biostatistics for 30 years. He has an extensive background in design, analysis, and reporting of large-sale clinical trials and other research studies. He has been a lead clinical trial consultant with a number of large pharmaceutical companies including Unilever, Braun, Procter & Gamble and GSK. Marks has extensive contacts throughout the pharmaceutical industry and is using these contacts to introduce Clinipace to the pharmaceutical industry.

### Christopher K. Porter — Vice President, Business Development & Legal Affairs

Mr. Porter brings eight years of venture, pharmaceutical, technical and transactional experience to the Clinipace team, providing a unique set of skills specifically tailored to the convergence of pharma and technology.

## Contact Information

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