



BIOINFORMANT'S RESEARCH METHODOLOGY

The content within BioInformant reports are compiled using a broad range of sources, as described below.

Input Sources

- **Clinical Trial Databases** (ClinicalTrials.gov, International Clinical Trials Registry Platform, European Union Clinical Trials Register, Chinese Clinical Trial Registry, Others)
- **Scientific Publication Databases** (PubMed, Highwire Press, Google Scholar)
- **Patent Databases** (United States Patent and Trade Office, World Intellectual Property Organization, Google Patent Search)
- **Grant Funding Databases** (RePORT Database, CIRM, MRC, Wellcome Trust – UK, Others)
- **Product Launch Announcements** (Trade Journals, Google News)
- **Stem Cell Industry Events** (Google News, Google Alerts, Press Releases)
- **Company News** (SEC Filings, Investor Publications, Historical Performance)
- **Social Analytics** (Google Adwords, Google Trends, Twitter, BuzzSumo.com)
- **Interviews with Stem Cell Industry Leaders**

Research & Analysis Methodologies

BioInformant employs the following techniques for deriving its market research:

- **Historical Databases:**

Founded in 2006 as the first and only market research firm to specialize in the stem cell industry, BioInformant has 15+ years of historical data on each segment of the stem cell the industry.

This provides us with an extremely rare and robust database for establishing market size determinations and making future market predictions.

- **Prolific Interviews with Industry Leaders:**

As the global leader in stem cell industry data, **BioInformant has interviewed hundreds of executive from across the stem cell industry**, including prominent executives at Celularity (Dr. Robert Hariri), FUJIFILM (Kaz Hirao), FUJIFILM Irvine Scientific (Yutaka Yamaguchi), Pluristem Therapies (Yaky Yanay), Nucleus Biologics (David Sheehan), and countless others.

[View a full list of BioInformant's interviews here.](#)

- **Industry Relationships:**

The BioInformant Team and its President/Founder, Cade Hildreth, participate, lead and present at a wide range of stem cell industry events, including:

- Phacilitate's Advanced Therapies Week
- World Stem Cell Summit (WSCS)
- Annual Perinatal Stem Cell Society Congress
- AABB's International Cord Blood Symposium (ICBS)
- Countless other events worldwide

- **Global Integrated Feedback:**

BioInformant maintains the world's largest stem cell industry news site (BioInformant.com) that is **read by nearly a million unique readers per year**.

As a result of this success, we also have large audiences on other platforms, including 27,700+ followers on LinkedIn, 20,800+ followers on Twitter, 4,300+ followers on Facebook, 4,700+ Push Notification Subscribers, and 24,900+ Email Subscribers.

These audiences allow us to publish content relevant to the stem cell industry and receive immediate feedback/input from a global community of readers.

Thus, BioInformant's data is crowd-sourced from market participants worldwide, who provide feedback in real-time.

- **Preliminary Research:**

In addition to the interviews described above, BioInformant conducts market surveys, executes social media polls, and aggregates market data from stem cell industry announcements, press releases, and corporate filings/presentations.

- **Secondary Research:** BioInformant summarizes, collects and synthesizes existing market research that is relevant to the market area of interest.

As a seasoned team of experts who have tracked the stem cell industry since 2006 (15+ years), we meet *daily* to discuss and analyze stem cell industry trends.

- **Future Projections:**

Using the resources described above, BioInformant is uniquely positioned to make future projections about market size, market growth by segment, market trends, technology evolution, funding activities (financing rounds, M&A, and IPOs), and importantly, market leadership (market share by company).

ABOUT BIOINFORMANT

With an online readership of nearly one million viewers per year, [BioInformant](#) is a American market research firm with 15 years of industry experience. As the first and only market research firm to specialize in the stem cell industry, BioInformant research has been cited by the Wall Street Journal, Xconomy, and Vogue Magazine.

Headquartered in Washington, DC, BioInformant is strategically positioned to be near the National Institutes of Health (NIH), the U.S. FDA, the Maryland Biotech Corridor, and policy makers on Capital Hill.