

# Diagnoplex: creating a noninvasive but sensitive test for colorectal cancer

*Diagnoplex is seeking to replace the often painful colonoscopy screening procedure for colorectal cancer with a highly specific noninvasive blood-based screening procedure*

SPONSORED  
PROFILE

DIAGNOPLEX IS a Swiss startup company taking part in the early and accurate detection of cancer. Diagnoplex aims to rapidly bring a noninvasive large-scale screening test for colorectal cancer to the in-vitro diagnostic market. The Diagnoplex business model is simple: we discover or in-license early-stage biomarker combinations for cancers that we then optimise through pilot clinical studies in order to out-license or partner at a later and more valuable stage. The company possesses the necessary capabilities to successfully develop early detection assays for cancers, such as colorectal cancer, up to precommercialisation stage, or alternatively we can set up a trade sale.

Diagnoplex was founded in 2005 and is managed by a determined multidisciplinary team of entrepreneurs, medical doctors and scientists. Currently, the company is supported by public and private grants such as the Swiss Confederation CTI project, Canton de Vaud Fondation pour l'Innovation Technologique, Gebert Rűf Stiftung and Novartis Forschungsstiftung. It is through this support that the company has been able to fully demonstrate both the technical and scientific feasibility of the proposed business model.

Diagnoplex's focus on colorectal cancer derives from a major market need for large-scale compatible, sensitive, specific and noninvasive screening tests for such diseases. Indeed, around 200 million people at risk worldwide should consider getting a consultation for colorectal cancer,

but in reality less than 20% of them do so. Such a low percentage is largely due to the invasiveness and pain associated with the present "gold standard" screening tool, colonoscopy.

The market opportunity is considerable: investigations regarding colorectal cancer screening suggest that every person over the age of 50 should be tested. The potential estimated market size for the 200 million people at risk worldwide totals an excess of €10 billion per year worldwide.

Diagnoplex's noninvasive but blood-based colorectal cancer test, COLOX, is a high add-in value and ready-to-use kit for medical laboratories. COLOX will allow systematic screening of the 200 million people considered at risk worldwide. No hospitalisation is required, and only "high risk" positive patients will be sent for a colonoscopy.

Indeed, COLOX has the potential to become a new "gold standard" precolonoscopy test, leading to real paradigm shift in the approach to large-scale colorectal cancer screening.

To reach this paradigm shift and in close collaboration with its academic and clinical partners, Diagnoplex has now achieved a pilot study that demonstrates the high efficiency of its molecular platform, applicable also to other cancers and diseases, and the fact that a noninvasive, sensitive and specific commercial test for colorectal cancer is attainable in the near future. ■

## DIAGNOPLEX

### Diagnoplex

Chemin des Croisettes 26  
CH-1066 Epalinges  
Switzerland  
T: +41 21/653 66 92  
F: +41 21/653 66 93  
www.diagnoplex.com

### Contact:

**Stavros Therianos**  
stherianos@diagnoplex.com