

# TruBind™ Assay & System Integrated Solutions

LOW RISK, HIGH-VALUE TARGET-LIGAND BINDING CHARACTERIZATION PROCESS

## START

**GOT A TOUGH,  
HIGH-VALUE TARGET  
BINDING PROBLEM?**

**DIFFICULT, MIND-BENDING TARGETS**

Our experienced scientists, armed with TruBind technology, eagerly tackle complex, technically challenging, high-value targets where small molecule binding has proven intractable by other techniques. *Set the bar high and we'll meet the challenge!*



TAKE  
THE  
LEAP



**ASSAY DEVELOPMENT & VALIDATION**

We'll quickly arrive at a fast yes or no answer on appropriate control binding. If yes, we will produce a validated assay, all in a couple of weeks. Now you can confidently move forward with further assay investment. *Here's to a possible huge upside!*

**IS THERE TARGET BINDING?**

*GET YES/NO ANSWER  
IN AROUND 2 WEEKS!*

**01  
PHASE**

IF NO,  
STOP

IF YES,  
GO

**02  
PHASE**

**CHARACTERIZATION QUESTIONS?**

*MOA? ALLOSTERIC BINDING?  
AFFINITY RANKING? TARGET ENGAGEMENT?*

**CHARACTERIZE TARGET-COMPOUND BINDING**

Next, let's answer critical questions related to the characterization of a small number of key compounds using the Phase 1 assay to help drive your drug discovery project forward. *Start gathering all the great data for your IND submission!*



REPEAT  
PHASE 1/2

OR



**INTEGRATION OF TRUBIND ASSAY & SYSTEM**

When you buy your first TruBind Integrated Solution, we'll transfer your successful Phase 1 assay, you'll recoup your Phase 1 investment via reduced instrument pricing, and you'll receive very attentive support. *Let the accolades begin!*

**BRING TECHNOLOGY IN-HOUSE?**

*ACQUIRE INTEGRATED SOLUTION  
OF ASSAY WITH SYSTEM*

**03A  
PHASE**

RAMP  
UP

AND/OR

**03B  
PHASE**

**WANT TO OUTSOURCE?**

*MAKE MSI YOUR MOA  
ELUCIDATION PARTNER!*

**ON-GOING CUSTOMIZED PROJECT SUPPORT**

Let us speed your discovery process by addressing multiple compound series and targets in parallel. Or we can undertake deeper MoA and target-compound characterization for medchem and pharmacology decision making. *Let us do the heavy lifting!*



NEW  
TARGET?



**EVEN MORE DIFFICULT, MIND-BENDING TARGETS**

Challenge us again with your most complex and intractable targets such as GPCRs, ion-channels, RTKs, PPIs, transcription factors, fibrils, contractile proteins, and more. *Let us go again where others fear to tread!*

**GOT ANOTHER TOUGH,  
HIGH-VALUE TARGET  
BINDING PROBLEM?**

**REPEAT**

## TESTED SOLUTIONS BY WORLD CLASS PHARMACEUTICAL CLIENTS

A majority of the top ten pharmaceutical and biotechnology companies world-wide have collaborated with Molecular Sensing to solve high value drug binding characterization problems impacting early discovery through IND submission. Our client partners include leading biophysics, medicinal chemistry, pharmacology and various disease project groups.

Pharma Client	Target Type	# of Projects	Assay Development	Secondary Screening	TruBind™ System	Publication/Presentation
Pharma 1	BACE; Kinase; 70 S Ribosome Complex; Class A GPCR Membrane Prep	4	✓			✓
Pharma 2	Kinase, Formyltransferase, Fibrils	4	✓	✓	✓	
Pharma 3	Class A & B GPCR Membrane Prep*	5	✓	✓		✓
Pharma 4 Site 1	Transcription Factor (NR); Ion Channel	2	✓			✓
	Orphan Ligand - Receptor in Tissue ID	1	✓	✓		
Pharma 4 Site 2	Contractile Protein complex*	1	✓	✓	✓	✓
	Zinc Transporter	1	✓			
	Microsomal membrane FADS	1	✓			
Pharma 5	A2a GPCR Membrane Nanodisc	1	✓			
	Class A GPCR Membrane Prep*	1	✓			
Pharma 6	Class A GPCR Membrane Prep* & Its Soluble Membrane Protein	1	✓			
Pharma 7 Site 1	Class C GPCR Membrane Prep & Its Soluble Membrane Protein	1	✓			
Pharma 7 Site 2	Endosomal Protein Transporter	1	✓			
Pharma 7 Site 3	Ion Channel	1	✓			
Pharma 8	ATP-binding Transmembrane Transporter	1	✓	✓		
Pharma 9	Brain Fibrils	2	✓	✓		
Pharma 10 Site 1	Soluble Blood Metalloprotein	1	✓			
Pharma 10 Site 2	Class B Membrane Protein Prep	1	✓	✓		
Pharma 11	Protein - Protein Convertase Interactors*	1	✓	✓		

\* Allosteric Project

## ADVANTAGES OF TRUBIND ASSAY & SYSTEM INTEGRATION

- Provides valuable data for your high value project
- De-risks new technology acquisition
- Guarantees success of integrated assay with system
- Includes discount valued at the cost of Phase 1
- Delivers the instrument on a priority basis

## COMPANY

Molecular Sensing, Inc. is a commercial stage drug discovery tools and contract research services company with headquarters and drug discovery services laboratories in Nashville, Tennessee, an R&D center in Los Gatos, California, and a European operations center near Frankfurt, Germany.

## HEADQUARTERS

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Note: TruBind BSI System 100 installations began in January 2015.