

CLIENT PROFILE



Syrrx, Inc. is a drug discovery company committed to redefining the way medicine is discovered. The company is at the forefront of high-throughput rational drug discovery. Syrrx intends to leverage high-throughput structure determination, high-throughput screening, and combinatorial and medicinal chemistry together with computational methods to discover novel small molecule preclinical drug candidates. This process enables a unique "gene to drug" platform based on the ability to perform high-throughput rational drug discovery.

THE CHALLENGE

Syrrx was faced with the challenge of educating the investor and scientific communities about the complex field of structural proteomics, while not revealing the company's proprietary technologies.

THE GENE ED SOLUTION

GeneEd developed a customized investor relations education program, which explained the scientific principles behind the proprietary technologies and provided an animated walk-through of Syrrx's high-throughput screening process. This also allowed Syrrx to effectively communicate their marketing message to the community.