Scribe Sciences

One-Sentence Summary of What You Do: Scribe Sciences is developing a modern datalogger that allows users to seamlessly collect data end-to-end into a standardized environment to maximize the ability to leverage data for real time alerts, visualizations and predictive applications.

Affiliated Institution: University of Utah

Have you formed a company yet? Yes

Funding/Financing: Grant Funding

Please describe your company and the problem you are trying to solve: The Scribe Datalogger was developed as the result of a real world need in research. Our group was tasked with purchasing and programming a datalogger capable of recording multiple complex data streams simultaneously for field based big data collection efforts. After trying all of the leading products available, we quickly realized that current dataloggers lacked the power, storage, programming flexibility, real-time visualizations and cloud-based capabilities we needed. Thus, we set out to develop our own and were able to build our first field ready working prototype in several weeks using components that cost orders of magnitude less than what was available on the market. After building, refining and deploying multiple of these units, several colleagues approached us to provide them with a similar solution, validating our suspicion that there is a wider need for this solution than just our research purposes. The hardware underpinning the technology is licensed through a know-how license with the University of Utah's Technology Venture and Commercialization (TVC). Copyrights exist on all the software and cloud-based ecosystem development. Currently no patents exist for the hardware due to the simple nature of the device. After securing grant funding we took the working prototypes and designed them into a more rugged and integrated hardware platform, and significantly improved the software and cloud-based ecosystem. This level of product has been used in multiple real-world data collection efforts from a wide verity of applications including public health campaigns and oil and natural gas monitoring efforts.

What is/was your go-to-market strategy? It is difficult to determine the market size for the Scribe Datalogger since it is so flexible that it has potential to be used in a wide array of industries from scientific monitoring to extraction industries and DOD applications. Given our background and current network, we are focusing our initial market efforts on the scientific and health based monitoring. This market is currently a $2.5 Billion dollar market experiencing 10-12% compounded growth annually. Our product differentiates itself from the competition through a number of value propositions. We are significantly less expensive, have vastly greater remote and wireless connectivity, greatly improved memory and processing power, easier to program, more flexible and

provide real time visualizations and cloud based services including predictive analytics. Basically we provide all the things customer's our of modern technology have come to expect when purchasing an expensive internet connected device.

How will/do you generate revenue? Our revenue model includes four avenues of revenue: direct sales of hardware to customers, sales of training services, custom engineered solutions for special applications, and reoccurring revenue through subscription based fees for our cloud-based database and visualization services.

How will this showcase benefit your company or technology? Our primary goal with applying to Destination Startup is to secure angel or venture capital to fund our final push to market. We are also always looking for ways to expand our network.

Who are the members of your team and why is this the right team to get the job done?

Our primary team includes the three co-founders of the company. Additionally an electrical engineer and an accountant work for Scribe Sciences but as contractors and come and go as needed. Lastly, we have a great partnership with the University of Utah's TVC.

- Ryan Bares is a Co-Founder and is responsible for the business development. His background in atmospheric sciences and in laboratory management has introduced him to a wide array of datalogging needs and was part of the team that originally developed the technology being commercialized.
- Ben Fasoli is a Co-Founder and CTO of the company. His background in engineering and real-time big data visualizations as well as data system development makes him an ideal candidate to be leading the technical development of the project. Plus his passion for building exciting and innovative devices is never ending.
- Brandon Martin is the third Co-Founder and COO of the company. His background in mechanical engineering and product development has allowed Brandon to be involved in all aspects of the company, from design and manufacturing to the daily operation of the company.

Our team of Co-Founders come from a broad and diverse background, giving us a large range of tasks we are comfortable executing on. This range has been ideal for a small start-up, allowing us to develop a multi-faceted product while limiting overhead and keeping the majority of the company in the hands of those who had the original vision and passion for the product.