



OncoDNA

Leading the way into a new world of personalised healthcare



The falling cost of DNA sequencing is opening new opportunities to entrepreneurs like Jean-Pol Detiffe. With one DNA sequencing start-up under his belt, he was keen to develop a new B2C business that leveraged digital technology. This ambition led to OncoDNA and he spoke to us about how the company is not just another biotechnology company hoping to succeed.

What are the distinctive features of OncoDNA?

Jean-Pol Detiffe: We are building a data capture and data sharing network that benefits oncologists and cancer patients. The solution is entirely web-based, allowing information sharing between cancer experts and facilitating discussions in ways not previously possible. Ours is a digital business, with 12 out of 20 staff working on IT, all very focused on the process of generating and sharing information. We don't run a lab—that side of our solution is contracted out to the biggest cancer laboratory in Belgium. OncoDNA began in late 2012, our first sale was in 2014 and our first year turnover exceeded 1 million EUR. We will triple this in our second year.

What impact do you hope to have on cancer treatment?

Our mission is to make a difference in the fight against cancer by creating personalised treatment options and enhancing information sharing for oncologists and patients. Data can be shared with experts and patients can connect with others who have similar types of cancer. The database of molecular profiles makes it easier for oncologists to compare similar cases and learn from treatment outcomes. Of course, confidentiality is guaranteed.

What challenges is OncoDNA working to overcome?

We want to grow fast. To date, we have served over 2,500 patients, and by the end of 2016 we aim to double our team to 40 people. This requires capital—we've got this far on 1 million EUR of funding and we're now working towards a further big round of capital. This funding will help us secure the approvals needed to serve the public sector healthcare sector. Today, most of our work is in the private sector, in around 40 countries. As part of our growth, we want to set up labs in China and the USA. Our main competitors are in the USA, where access to funding is easier. They are bigger than us, but our advantage is that the OncoDNA solution is more comprehensive.

What has been the impact of the Rising Star award?

We value being recognised as a disruptor. This helps to set us apart from other biotechnology companies, and supports our engagement with potential funders. It is also highly motivating for our team to be compared positively with start-up companies in other fields.

We are very optimistic about the future. Being identified as a success by Deloitte will help OncoDNA keep moving forward.



Jean-Pol Detiffe