

**Project Title:** *Genomics Diagnostics Modality Intern (Marketing)*

**I. Project Background & Overview**

- *The growing number of NPIs into different areas means there needs to be a more tactical approach to reaching new customers. It is critical to find new targets to support continued growth and to support longevity of these new NPIs.*

**II. Objectives**

- Prepare a weekly opportunities list for the modality team to include locations, contacts, and key customer intel and if they have been contacted initially.
- Potential customers can be pulled from several available databases, but you have to ability to research create your own tools and improvements.
- Progress will be tracked through how many new customer discussions and demos come from the initial list.
- Learn how to collate and research opportunities and build a product sales funnel.
- Focus on Single Cell Tissue Disassociation and Cell Free DNA

**III. Stakeholders**

*The intern would work with USCAN G&DS modality team.*

**IV. Deliverables**

- Weekly Progress Report
- Demos achieved (Main Goal)
- Meetings achieved from brand new customers (Secondary)
- Track number of opportunities per region
- Review what worked and what did not monthly