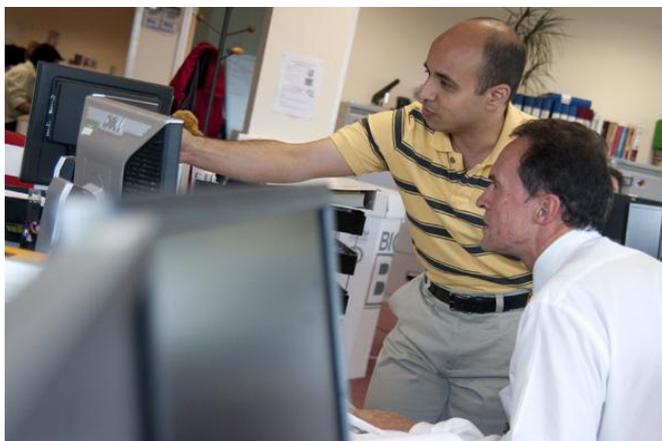


BUSINESS IMPACT – ACHIEVED AWARD

Winner - University of Sheffield, The Simcyp Simulator



Simcyp Ltd was founded in 2001 to commercialise software developed from research conducted at the University of Sheffield. Initial investment in the company was just £7k.

Simcyp develops software that enables pharmaceutical scientists to use in vitro data obtained in the lab to predict how a drug will behave in virtual populations of patients, prior to clinical trials in animal or human subjects.

Since the company's inception, all customers (including more than 20 of the world's top 25 pharmaceutical companies, as well as national regulatory bodies) have been directly involved in steering product development.

This ground-breaking project has revolutionised the way potential new drugs are evaluated. By allowing pharmaceutical scientists to model new compounds in the safety of a computer, it can eliminate a large number of dangerous or unsuitable compounds at an early stage. It can take 12 years and £20 million to bring a new drug to market. By allowing manufacturers to focus solely on potentially viable drugs and cut short the early testing phase, Simcyp saves them time and the many millions of dollars they would otherwise spend testing drugs that would later fail in clinical trials.

Simcyp has always been committed to knowledge exchange, as evidenced by its business model and the free licences provided to over 60 world-leading research institutions on the condition that they publish at least one report per year and feed all their experimental data back into the model.

From a small start-up it has grown to employ over 60 staff in two international offices and generated turnover of £5.9 million in the last financial year, of which £2.3 million was pre-tax profit. This value was reflected when the company was sold in February this year to Certara LP for \$32 million and won the company a Queen's Award for Innovation in 2011.