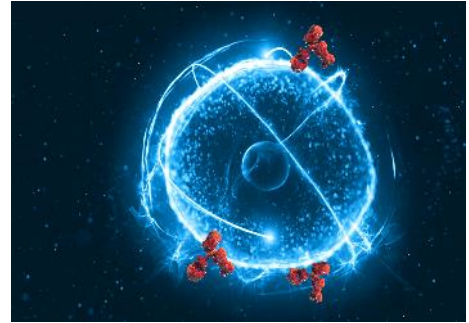


Elabscience®

- **ELISA Uncoated Kit & Auxiliary Reagent**

- One-stop solution with R&D Systems-level performance-simplified operation and reliable, worry-free selection.



Contents

01

Customer Pain Points

02

Proposed Solution

03

Sales Strategy



01

Customer Pain Points

Low Experimental Reproducibility

 *Yesterday:* $R^2 = 0.999$

 *Today:* Nonlinear, signal loss, high background

 **Cause:** Uncontrolled variability (raw materials, reagent prep, water, pH)

 **Solution:** Controlled system →  Precision →  Reproducible results

High Workload & Low Efficiency



3 hours prep → 10 min experiment
Weighing, pH adjustment, filtration
dominate time

 **Reagent waste:**

Bulk BSA & Polysorbate 20 → ~90%
unused, expires.

- Operator fatigue before experiments
- Reagent waste & expiration
- Low labor & cost efficiency

- Ready-to-use, on-demand reagents
- Less preparation time
- Improved efficiency
- Reduced waste & better resource use

Hidden Costs of Experimental Failure



Sample Risk:

High-value samples → loss is irreversible

Time Cost:

Failure → repeat testing (~1 week cycle) → delayed results



Core Issues

Low-cost reagents → lower success rates → higher total cost

Non-standard handling & variability → increased failure risk

More repeats → higher labor & time consumption



Solution

Standardized, pre-validated reagent systems

Reduced variability

Higher first-pass success

Less sample loss, faster turnaround, improved reliability



Need for One-Stop Reagent Solution Scenario

 **Customer A**

Low standard curve → needs pH & formulation control

 **Customer B**

Uncoated ELISA kit → needs compatible buffer systems

Core Issues

- Lack of parameter control (pH, formulation)
- Fragmented buffer sourcing & preparation
- Operational complexity & inefficiency

Solution

- Fully compatible, pre-formulated buffer systems
- Seamless integration with ELISA kits
- Improved control & consistency
- Simplified workflow & higher efficiency



02

Proposed Solution

Uncoated ELISA Kits & Auxiliary Reagents — Minimize Variability, Maximize Consistency

We provide controlled and stable conditions to ensure experimental success

Customer Pain Points	Solution	Customer value
Unstable experimental results	Complete auxiliary reagent set Uncoated kits R&D-comparable Predictable data	Reproducible experiments with predictable results
Complex and labor-intensive reagent preparation	Ready-to-Use after Opening	Reduced labor No manual prep Improved reagent efficiency
High Cost of Trial-and-Error	All-in-one solution for first-time success.	Cost-efficient Time-saving Sample-conserving
Reagent uncertainty	Auxiliary kit under one universal catalog number	No extra procurement Reduced system variability

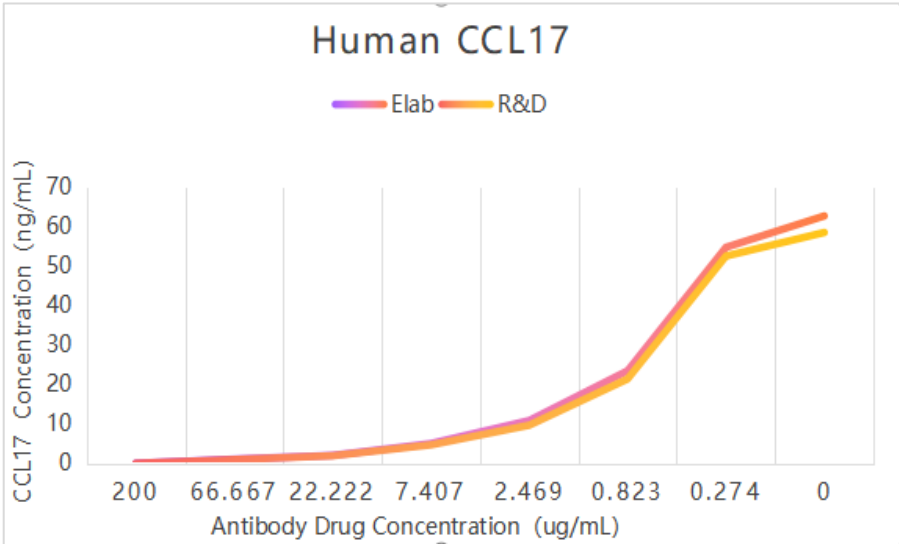
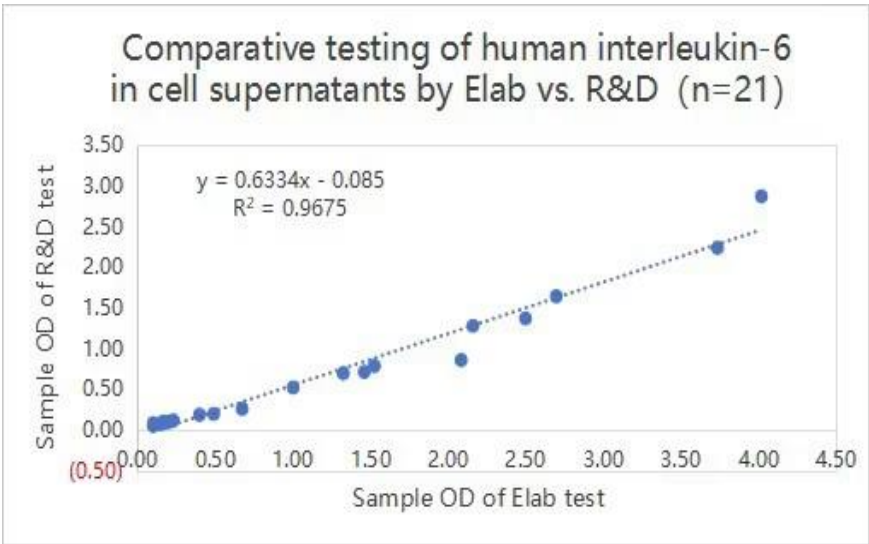
Performance Benchmarking - Comparable to R&D Systems

Core Selling Point:

Switch to our reagents without altering protocols, ensuring direct data transferability.

Comparative item	R&D	Elabscience	Conclusion
Standard Curve Linearity	$R^2 \geq 0.995$	$R^2 \geq 0.995$	Equivalent Level
Processing Time	4.5h	3.5h	✓ Time-Saving
Sample Type	Cell Culture Supernatant	Serum, plasma, and cell supernatant	✓ Sample Diversity
Background Signal	≤ 0.1	≤ 0.1	Background Signal Consistency
Batch-to-Batch Variability	$CV \leq 15\%$ (Benchmark Standard)	$CV \leq 12\%$	Batch-to-Batch Stability
Complementary Auxiliary Reagent Kit	Two Catalog Numbers	Single Universal Catalog Number	✓ Operational Superiority Over R&D
Sample Measurement Correlation	$R^2 \geq 0.9$		✓ Compatible Direct Replacement

Presentation of internal validation data



The correlation between Elabscience and R&D Duoset samples is $R^2 \geq 0.9$



03

**One-stop solution for efficient, successful
experiments-exclusive discounts**

One-stop solution for efficient, successful experiments—enjoy benefit

Package Type	Contents Included	Original Price	Original Distributor Discount	Special offer discounts	Savings
Package	Best-Selling Uncoated ELISA Kits	96T*5 \$ 260.00/kit 96T*15 \$ 550.00/kit	40% off	55% off	96T*5 \$39 96T*15 \$82.5
	Ancillary Reagent Kit (E-ELIR-K001)	96T*5 \$ 240.00	50% off	55% off	\$12

- **Increased AOV:** Shift from single kits to bundled packages
- **Enhanced Retention:** Auxiliary reagent use reduces brand switching
- **Improved Repurchase:** Consumable reagents require ongoing replenishment

Elabscience®



To Become the Most Trusted
Brand in Life Science and
Healthcare

HEALTHCARE