



# Sales Development Case Study

PREPARED BY CIENCE TECHNOLOGIES, INC





## About CosmosID

Based in Rockville, MD, CosmosID is a microbial genomics platform focused on the rapid characterization of microorganisms, pathogens and antimicrobial resistance for infectious disease identification, food safety inspections, pharmaceutical discovery, public health surveillance, and microbiome analysis. They are microbiome experts that rapidly and accurately identify microbes utilizing curated databases.

CosmosID rapidly identifies unculturable and hard-to-detect organisms that traditional methods can not or have difficulty detecting. They also work with clients that want to do microbiome studies but don't necessarily know how to go about it. Additionally, they provide curated genome databases that are free from the errors that are present in publicly available databases. And they also provide bacterial IDs down to the strain level.



**Manoj Dadlani**

CEO

### Industry

Biotechnology

### Website

[cosmosid.com](https://cosmosid.com)

## Challenges and Scope

**ICP:** Medical Research and Development, Innovation & Microbiology

**Product:** Next-generation genetic sequencing & sample processing lab.

CIENCE Technologies coordinates the lead generation efforts for CosmosID. After researching appropriate industries and clients, they conduct cold-email campaigns to those named accounts. campaigns.

## Why CIENCE

*“They offer a more personalized, human approach rather than just software as a service.” – Manoj Dadlani, CEO.*

CosmosID’s CEO was referred to CIENCE by a personal friend. They needed help in increasing their number of qualified leads. After determining CosmosID’s ideal customers, CIENCE conducted research and developed lists of accounts to target. Through a coordinated, multi-channel approach, CIENCE initiated orchestrated outbound efforts on behalf of CosmosID.

As Dadlani says, *“CIENCE researched potential leads, performed the initial outreach, set up meetings, and managed the follow-up process.”* He continues, *“We enjoyed being able to communicate directly with their team and schedule meetings to go over any feedback and suggestions they had.”*

## RESULTS

CosmosID and CIENCE partnered in October 2018.

*“CIENCE delivered qualified leads and was great to work with,”* says Manoj Dadlani. *“They worked quickly and were responsive throughout.”* CosmosID has booked dozens of appointments with medical research facilities, educational institutions, and microbiologists around the globe through CIENCE.

### CIENCE’s Evaluation

Overall Score		★ ★ ★ ★ ★
Scheduling		★ ★ ★ ★ ★
Cost		★ ★ ★ ★ ★
Quality		★ ★ ★ ★ ★
NPS		★ ★ ★ ★ ★



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