

Australian startup Inoviq inks global joint marketing agreement with Promega

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Initial deal enables co-marketing of both Inoviq and Promega products to deliver exosome solutions to global customers



Australia-based startup Inoviq, an innovative developer of exosome solutions and precision diagnostics, and US-based Promega Corporation, a global leader in innovative technologies, tools and technical support to the life sciences industry, have announced a joint marketing agreement to co-market Inoviq's EXO-NET® exosome capture technology and Promega Nucleic Acid purification systems worldwide.

Both companies have formalised a global joint marketing agreement that will offer world-class exosome solutions for manual and high-throughput exosome isolation and nucleic acid extraction to researchers and industry for exosome-based biomarker discovery and diagnostics development.

Deliverables in the agreement relate to co-marketing materials and activities for Inoviq and Promega products. The initial term of the agreement is three years, with one-year automatic renewals unless terminated by either party. Furthermore, Inoviq and Promega anticipate expanding the agreement to cover a range of exosome solutions for exosome isolation, characterisation and analysis kits, and instruments.