



COLODETECT

“Development of a novel blood-based diagnostic test for colorectal cancer”

ColoDetect

SME instrument – phase 2

Grant Agreement number: 666540

Deliverable 7.6

Short video

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Dissemination Level		
PU	Public, fully open, e.g. web	X
CI	Classified, information as referred to in Commission Decision 2001/844/EC	
RE	Restricted to a group specified by the consortium (including the Commission Services)	
CO	Confidential, restricted under conditions set out in Model Grant Agreement	

DISTRIBUTION LIST

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1. About the deliverable

The present deliverable **D7.6 – short video** is part of the Task 7.2 named “*Production of dissemination materials and means*” in Work Package number 7 (WP7) of ColoDetect project, and is aimed at achieving the following specific objectives for the Dissemination & Communication of results [Months: 1-42]:

- dissemination and communication action to ensure a high impact and knowledge of the technology developed in COLODETECT® colorectal cancer diagnostic test.
- to allow the general public to briefly know about the high incidence and mortality rates of colorectal cancer and the advantages provided by COLODETECT® test in terms of early detection.
- to allow the target/final users, mainly clinicians, to learn about the principle of the test developed as an *in vitro* diagnostic (IVD) kit.
- to allow the medical community in Europe to be noticed about how the assay works and its application.

2. About the short video

A short video mockup was elaborated and published in YouTube, one of the most visited websites on the internet. COLODETECT® short video mockup can be found in the following link:

 **YouTube** <https://youtu.be/-g1XjU652VA>

i. Description

The short video consist of several screens with a total duration of 1:46 minutes. It has been designed with color patterns in harmony with the project website (<http://colodetect.com>) in blue basis colors to preserve a uniform graphical design, even with previous printed material. It begins with the logotype of the product and a title about the aim of the test, and continues with a representative picture and text that immediately situates the audience on the target population that will get a benefit from the test, that is the group of people from 50 years old who will get a better diagnosis. At the end, this improved diagnosis will represent better treatment options and will have an expected impact in increasing patient's survival and an improved life quality.

From a structural point of view, the video does not contain columns nor tables since the design was aimed to allow certain continuity while its visualization, avoiding visual obstacles and allowing the development

of ideas ‘from the problem to the solution’ in a hierarchical way. The video also includes the epidemiological data on colorectal cancer to highlight the problem, emphasizing the importance of early diagnosis and its direct relationship with the prognosis and mortality of patients.

The following screens contains several eye-catching images related to the pathology and the principle of the test, providing a more specific information about the science surrounding the diagnostic test, mainly oriented to clinicians.

The last screens underscores those distinctive aspects of the test that represent competitive advantages compared to other technologies or tests currently in use.

The final version of the video, to be prepared for launching the product, will be based on this first video mockup and will include the definitive sensitivity and specificity parameters. In this sense, the Company decided not to include the preliminary values (higher than 89% and 85%, respectively), since the integrative software (under optimization) will provide the final values according to the different parameters or factors: gender, age, sex, race, among others.

This video mockup contains several provisional texts that guide the audience through the story that want to be told, a text that will be replaced by an off-screen voice in the final version.

COLODETECT® short video is presented in colloquial language, concise and easy to understand for the general public and end users.

ii. Dissemination

COLODETECT® short video is intended to target a wide variety of stakeholders, mainly people from the healthcare sector, private-health insurance companies, patients and health-care administration among others. COLODETECT® short video mockup has been designed to be presented though the most visited internet websites like YouTube or Vimeo.

3. Video structure

The message to be conveyed to the audience through the present video was structured as follows:

PART-I: Product name and medical indication identification.

PART-II: An eye-catching image and text positioning the product within the specific target population at risk.

PART-III: high impact epidemiological information about the pathology and the consequence of the current delayed diagnosis.

PART-IV: expected impact of COLODETECT® product as a real solution.

PART-V: the biological origin of the molecules measured by the test and the principle of the test, aiming to present the product as something real and not as an ethereal idea.

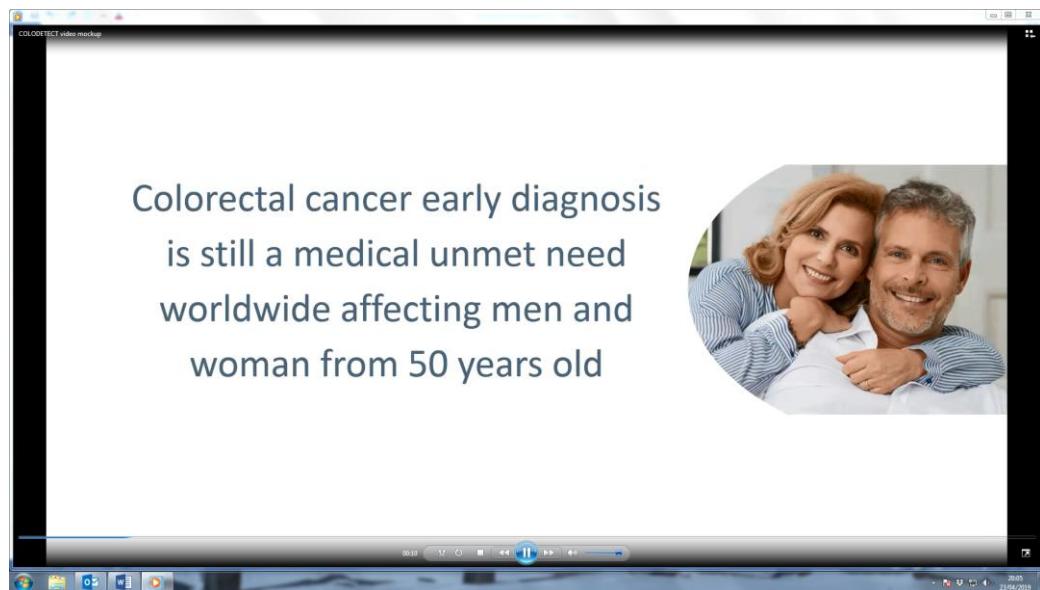
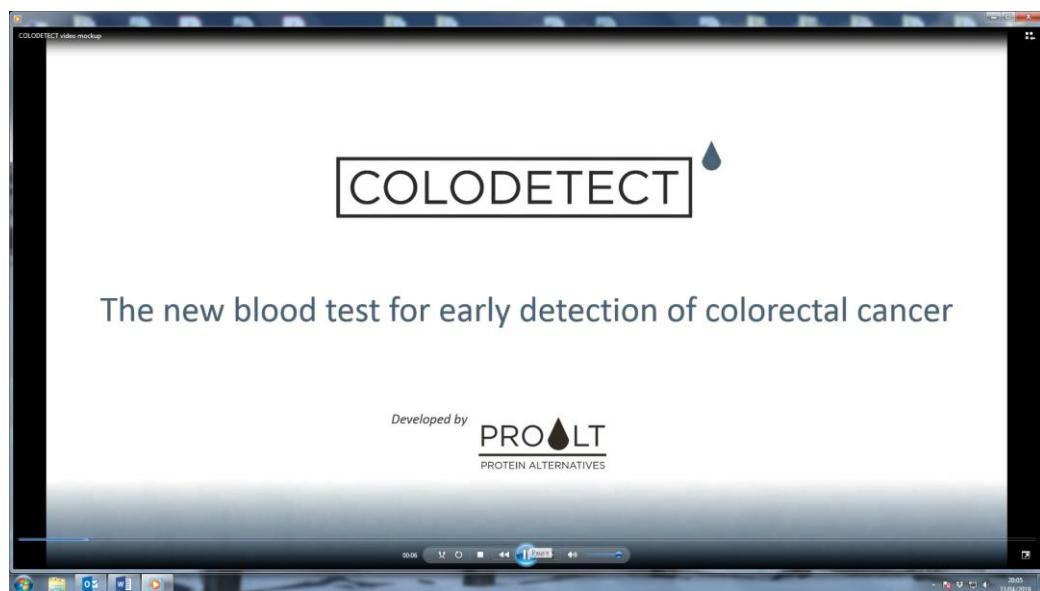
PART-VI: three main ideas to highlight the low invasiveness of the test, the simplicity in the taking and processing of the blood sample, and the simplicity of the technology used.

PART-VII: an embedded video that facilitates the viewing of the screen by the audience while highlighting the main advantages of the test compared to competitors.

PART-VIII: a final screen showing COLODETECT® kit and its specific product website.

PART-IX: a last screen showing the developer Company name/logo and its corporate website.

4. Video screenshots as examples



Colorectal cancer is the second most frequent tumor worldwide

More than 1 million new cases of colon cancer are diagnosed per year

Around 500,000 people die every year in the world because colorectal cancer

Only 37% of colon cancer cases are diagnosed in early stages when are still asymptomatic and when more efficient treatment options are available

COLODETECT® blood test improves early diagnosis of colorectal cancer and is expected to decrease mortality around 20-30%

Principle of **COLODETECT®** test

