# **Procyon Website – Consolidated Design Brief**

### **1. Audience & Purpose**

* **Primary audience**: investors, clinical partners, clinicians.
* **Secondary audience**: potential collaborators, media
* **Main purpose**: build credibility, showcase science/technology, enable enquiries & partnerships.

### **2. Tone & Style**

* Brand adjectives: **trusted, innovative, clinical, elegant, globally relevant**.
* Colour palette: midnight blue, starlight white, with accents of biofluid gold/green.
* Typography: clean, modern sans-serif (Inter, Open Sans, or similar).
* Mood: **trustworthy and scientific**, with subtle animations (e.g., glowing particles, hover effects).
* make it **minimalist, distinctive, and professional**.

### **3. Functional Requirements**

* Responsive design (mobile, tablet, desktop).
* CMS: WordPress.
* Accessibility: WCAG 2.1 AA.
* SEO-ready: structured headers, meta, fast load, alt text.
* Forms for contact/partnership with email integration.

### **4. Content & Structure**

#### **Home**

* **Hero headline**: *“Combining biomarker panels with advanced analytics for surveillance and early detection of cancer”* (alternatively: *“Lighting the Way to Early Cancer Detection”*).
* Subheadline: highlight non-invasive, urine-based diagnostics.
* CTAs: *Learn More, Contact Us, Partner With Us* (variants: *Request a Demo, For Clinicians: Request Onboarding*).
* **Key differentiators** (with icons/blurbs):  
  + Non-invasive, painless
  + Precision biomarkers
  + AI-powered insights
  + Clinically validated & university spin-out heritage
* Visuals: hero image or animation (e.g., starry sky merging with lab imagery), short 60-second explainer video.
* Optional trust tiles: sensitivity 86%, specificity 90%, >1,000 samples validated.

#### **About Us**

* Mission & vision.
* Founding story (Queen Mary University of London spin-out; Barts Cancer Institute research).
* Leadership bios (scientific & commercial).
* Advisors & collaborators.
* Timeline of company evolution.
* Our name: Procyon Diagnostics (bright star symbolism).

#### **Products / Services**

* **PancRISK™** (pancreatic cancer risk assessment & surveillance).  
  + Indication: high-risk individuals (familial history, pancreatitis, genetic risk).
  + Clinical output: Elevated vs Average risk.
  + Development stage: retrospective validation complete; prospective UroPanc study in progress; UK launch Q4 2025.
  + Target customers: NHS, private hospitals, labs, pharma.
* Pipeline: future early cancer diagnostics, genetic predisposition, risk scores.

#### **Technology (sub heading of products/services)**

* Approach: biomarker panels (urinary REG1B, LYVE1, TFF1; serum CA19-9; patient age).
* Why SCED (single-cancer early detection) first:  
  + Higher accuracy vs MCED.
  + Lower cost & simpler in routine care.
  + Actionable results.
* IP: patents granted in USA, Japan, China, EU.
* Visuals: step-by-step journey (Collect → Analyse → Detect → Report).

#### **Science / Clinical Evidence (sub heading of products/services)**

* Published studies, peer-reviewed references.
* Retrospective validation: >1,000 urine samples.
* Prospective UroPanc trial (NCT04449406):  
  + 755 patients analysed to date.
  + Specificity 90.2%, sensitivity 86%, accuracy ~90% (interim).
* Clinical pathway diagram (High-risk → PancRISK™ → Imaging only if Elevated).
* Collaborating hospitals & institutions (Barts, UCLH, Liverpool, Imperial, QMUL).

#### **Partners & Collaborations (sub heading of products/services)**

* Academic & clinical: QMUL, Barts Health, UCLH, EUROPAC, NIHR HTRC.
* Commercial: Abbexa (manufacture), PD2X (digital portal), Source Bioscience (testing services).
* Opportunities for licensing, distribution, joint research.
* Partner ribbon with logos.

#### **News / Press / Blog**

* Press releases, company milestones.
* Media coverage & conference updates.
* Blog posts for thought leadership.

#### **Contact**

* General enquiries form.
* Specific CTAs: *Onboard your clinic / Offer PancRISK™ in your lab / Talk to BD*.
* Contact info: email, LinkedIn, location (if relevant).

### **5. Footer**

* Mini mission statement + logo.
* Quick links (Home, About, Science, Contact).
* Social media icons.
* Legal (Privacy Policy, Terms of Use, GDPR, Accessibility).
* Compliance markers (patent badge, trial registry ID, university spin-out logo).

### **6. Deliverables**

* Full website design
* Wordpress build