



SimplicityBio 2017 Red Herring Top 100 Europe Award Finalist

Monthey - April 2017 – [SimplicityBio](#) has been selected as a [finalist](#) for the Red Herring's [Top 100 Europe award](#), a prestigious list honoring the year's most promising private technology ventures from the European business region.

The Red Herring team selected the most innovative companies from a pool of 1200 across Europe. The nominees are evaluated on quantitative and qualitative criterion, which include disruptive impact, market footprint, proof of concept, financial performance, technology innovation, social value, quality of management, execution of strategy, and integration into their respective industries.

This unique assessment of potential is complemented by a review of the track record and standing of a company, which allows Red Herring to see past the “buzz” and make the list a valuable instrument for discovering the greatest business opportunities in the industry.

"This year was rewarding, beyond all expectations" said Alex Vieux, publisher and CEO of Red Herring. "There are many great companies generating really innovative and disruptive products in Europe. We had a very difficult time narrowing the pool and selecting the finalists. [SimplicityBio](#) shows great promise and therefore deserves to be among the finalists. Now we're faced with the difficult task of selecting the Top 100 winners of Red Herring Europe. We know that the 2017 crop will grow into some amazing companies that are sure to make an impact."

Finalists are selected based upon their technological innovation, management strength, market size, investor record, customer acquisition, and financial health. Red Herring reviewed over 1200 companies to qualify for the award.



SimplicityBio

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About Red Herring

[Red Herring](#) is a global media company which unites the world's best high technology innovators, venture investors and business decision makers in a variety of forums: a leading innovation magazine, an online daily technology news service, technology newsletters and major events for technology leaders around the globe. Red Herring provides an insider's access to the global innovation economy, featuring unparalleled insights on the emerging technologies driving the economy.

About SimplicityBio

[SimplicityBio](#) is Swiss based company, founded in 2015 and active in the discovery of novel medical biomarkers by means of its patented bioinformatics machine learning technology. SimplicityBio aims to be the reference and improve drastically patient lives with new diagnostics as the stepping stone for personalised medicine.

<http://www.simplicitybio.com/>

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