

labroots

Your Science Network

FACT SHEET

Let's talk science. Let's talk medicine.





Headquarters	California, USA
Founded	2008
CEO	Greg Cruikshank
Website	Labroots.com
Staff Number	60
Membership	Free

Labroots is a leading scientific social networking website and producer of educational virtual events and webinars. Contributing to the advancement of science through content sharing capabilities, Labroots is a powerful advocate for amplifying global networks and communities.

The Labroots mission is to provide relevant educational information and create connections among members to enable collaboration and advance virtual learning.

Members

4.1 Million

Monthly Users Sessions

813,000

Monthly Page Impressions

7.6 Million

Average Website Session

7.1 Minutes

Average Webinar Session

33 Minutes

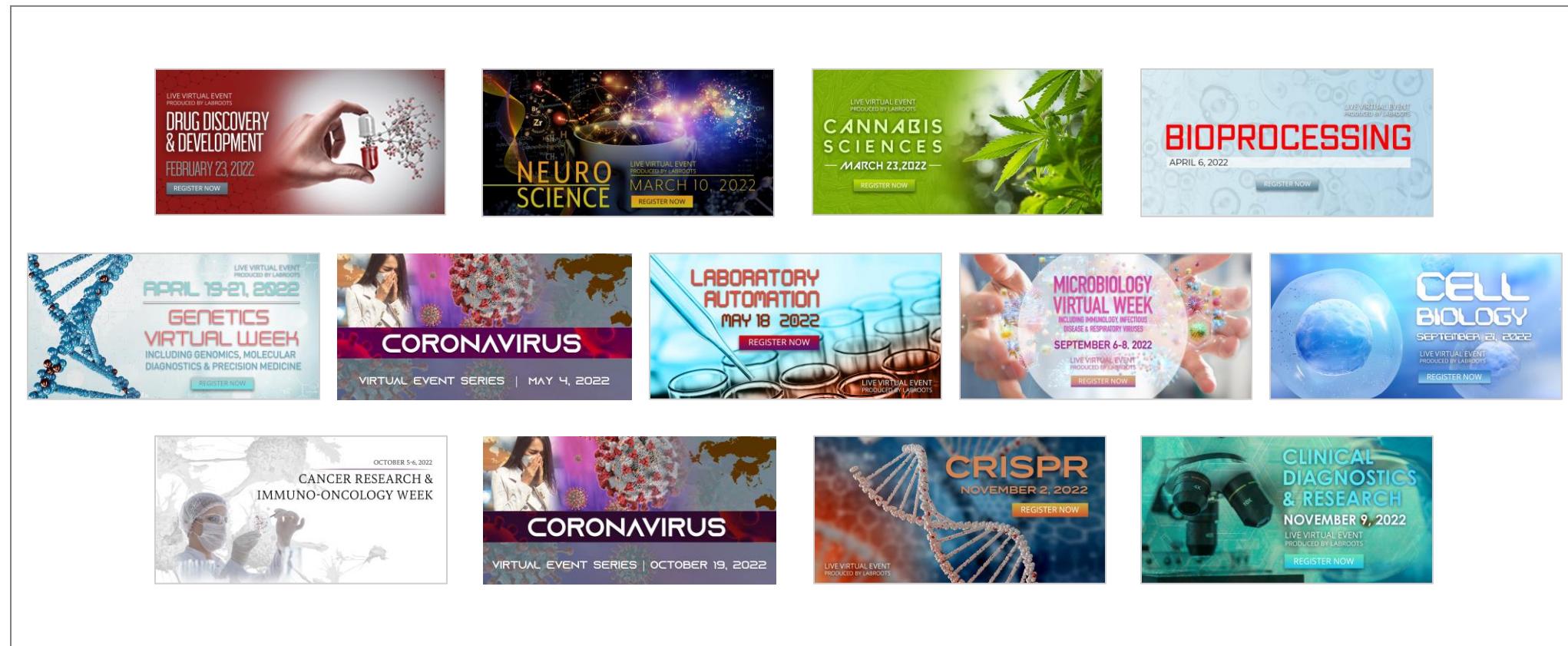
Average Virtual Event Session

1.3 Hours

Labroots Features: Virtual Events 2022



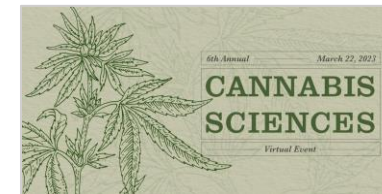
We bring together research scientists, veterinarians, clinicians, medical experts, thought leaders and professionals from around the world all exclusively online.



Labroots Features: Virtual Events 2023



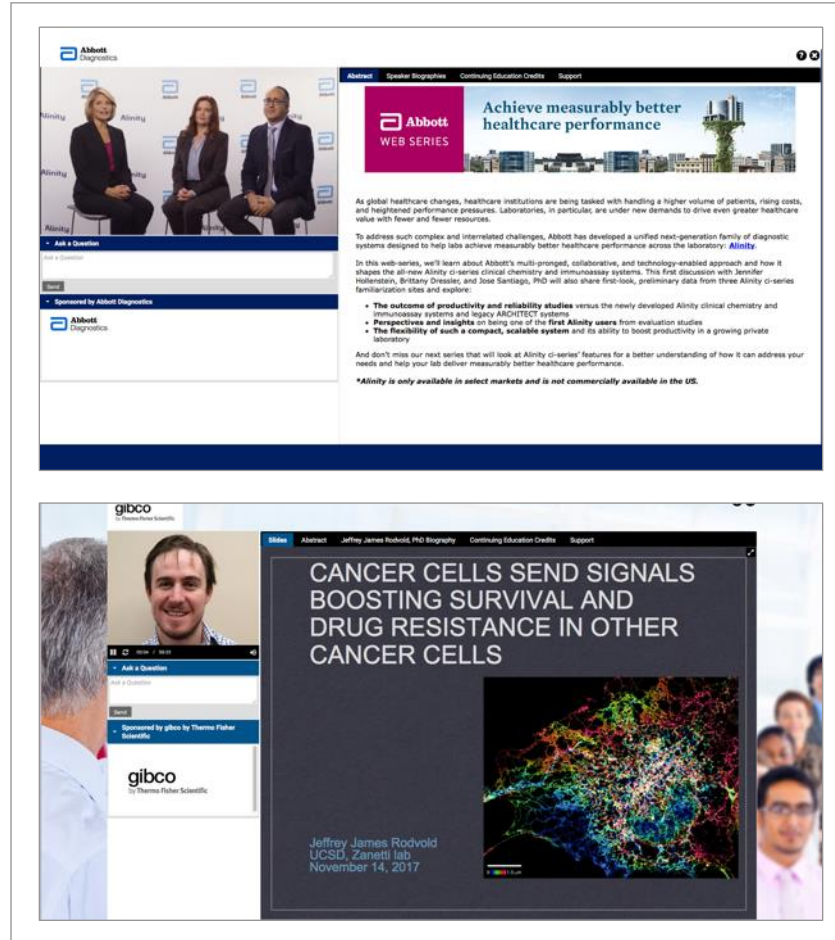
We bring together research scientists, veterinarians, clinicians, medical experts, thought leaders and professionals from around the world all exclusively online.



Labroots Features: Webinars



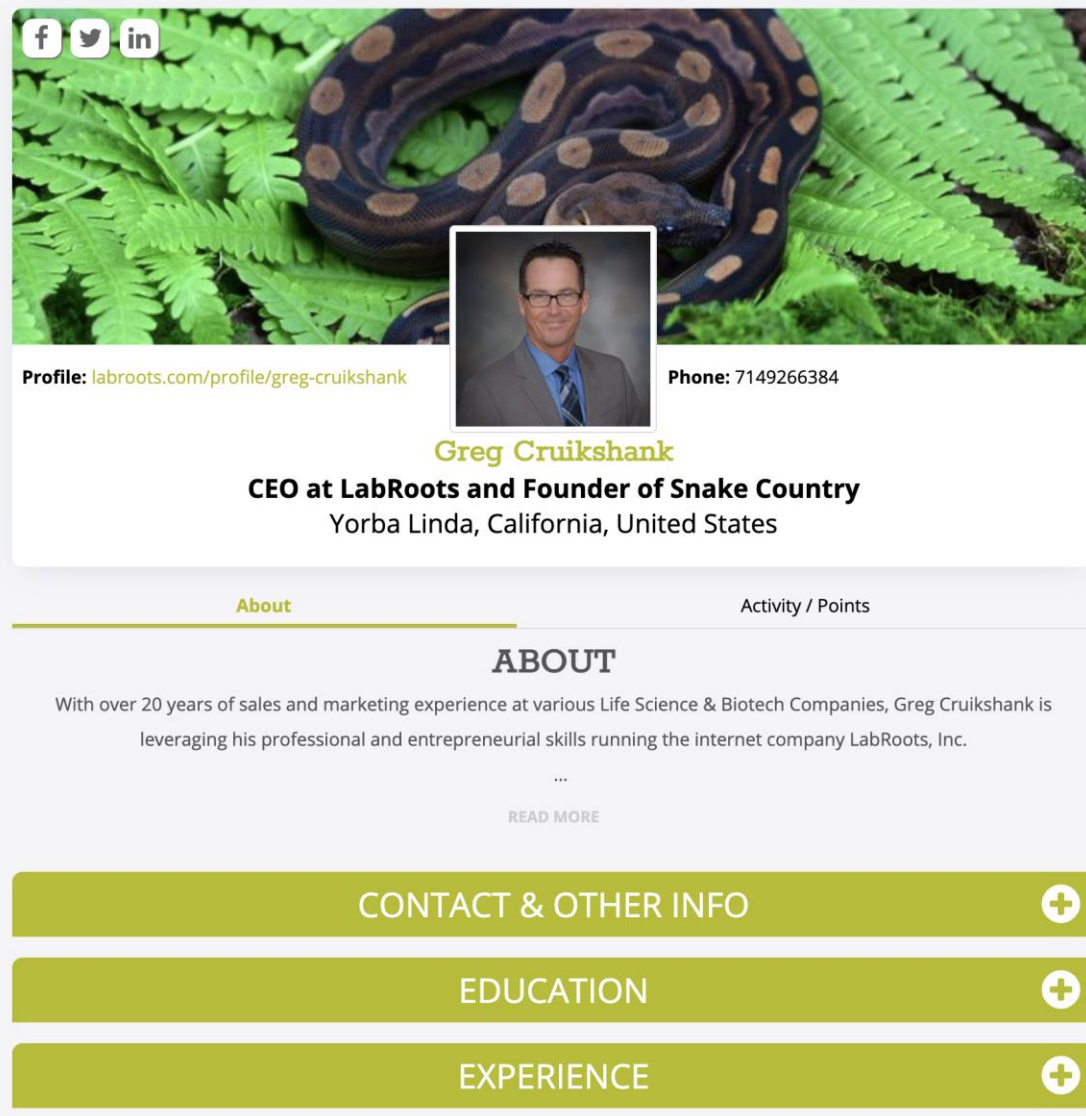
Labroots produces more than 1200 educational webinars per year. Attendees can earn free continuing education (CE) credits while learning about the latest developments, innovative technologies, and cutting-edge research in a wide variety of scientific disciplines.



Average Webinar Metrics

- Total Registrants: 728
- Live: 198
- On Demand: 304
- Total Viewers: 68%

Labroots Features: Profiles



The image shows a screenshot of a Labroots user profile for Greg Cruikshank. At the top, there's a large background image of a snake on green ferns. Overlaid on this is a smaller portrait of Greg Cruikshank. To the left of the portrait are social media icons for Facebook, Twitter, and LinkedIn. Below the portrait, the text reads: 'Profile: labroots.com/profile/greg-cruikshank', 'Phone: 7149266384', 'Greg Cruikshank', 'CEO at LabRoots and Founder of Snake Country', and 'Yorba Linda, California, United States'. Below this is a tabbed interface with 'About' selected. The 'About' section contains the text: 'With over 20 years of sales and marketing experience at various Life Science & Biotech Companies, Greg Cruikshank is leveraging his professional and entrepreneurial skills running the internet company LabRoots, Inc.' followed by an ellipsis and a 'READ MORE' link. At the bottom, there are three expandable sections: 'CONTACT & OTHER INFO', 'EDUCATION', and 'EXPERIENCE', each with a plus icon.

Profile: labroots.com/profile/greg-cruikshank Phone: 7149266384

Greg Cruikshank
CEO at LabRoots and Founder of Snake Country
Yorba Linda, California, United States

About Activity / Points

ABOUT

With over 20 years of sales and marketing experience at various Life Science & Biotech Companies, Greg Cruikshank is leveraging his professional and entrepreneurial skills running the internet company LabRoots, Inc.

...

[READ MORE](#)

CONTACT & OTHER INFO +

EDUCATION +

EXPERIENCE +

Users can create their own Labroots profile with a personalized Labroots.com URL, start discussion groups, and directly message colleagues and peers.

Tagging interests allows users to receive only the information they want.

Users can upload and share documents, videos, and images or interact with colleagues by sharing articles and attending a virtual event or webinar.

Labroots Features: Social Media



Labroots boasts more than 2.4 million total followers, with more than a dozen specified accounts/pages.

Reach	Likes	Comments	Shares	Link Clicks
132,415	1,455	152	184	1,616



Over 2.4 MILLION Total Followers







Labroots Features: Trending and Videos















Labroots Trending Newsletter delivers the latest in curated, scientific news and information on newly published research and findings.

Topics Include:



-  Coronavirus
-  Health & Medicine
-  Clinical & Molecular DX
-  Immunology
-  Cardiology
-  Cancer
-  Cell & Molecular Biology

-  Genetics & Genomics
-  Microbiology
-  Neuroscience
-  Plants & Animals
-  Earth & The Environment
-  Space & Astronomy

-  Chemistry & Physics
-  Technology
-  Cannabis Sciences
-  Drug Discovery & Development
-  Infographics
-  Videos

Labroots Features: Scholarships

Helping Students Pursue Science

Labroots strives to progress scientific advancement in a variety of ways, including offering scholarship opportunities to students in the STEM fields. We provide four annual scholarship opportunities to undergraduate and graduate students for textbooks, research and conference travel, and summer fellowships.

2022 Scholarships

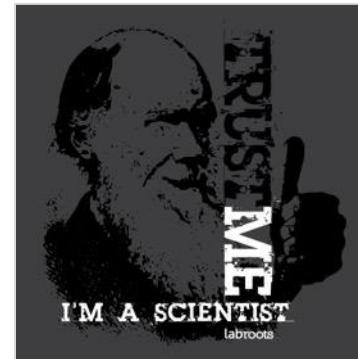
- (Spring) Travel Scholarship \$1000
- (Summer) Summer Research Scholarship \$1000
- (Fall) Undergraduate Back to School/Textbook Scholarship \$1000
- (Fall) Graduate Research Scholarships (M.S., M.A., Ph.D.) \$1000

The screenshot displays the Labroots Scholarships website. The header includes the Labroots logo, navigation links (HOME, VIRTUAL EVENTS, WEBINARS, TRENDING NEWS, COMPANIES, SCIENCE STORE, MORE), a search bar, and a shopping cart icon with a 'REGISTER FREE' button. The main content area is divided into two columns. The left column features 'Open & Upcoming Scholarships' with two prominent cards: 'Fall 2022 Labroots Undergraduate Back-to-School Scholarship' and 'Fall 2022 Labroots Graduate Research Scholarship'. Below these is a section for the 'Summer 2022 Labroots Research Scholarship Recipient', featuring a photo of Sonia Patel and a quote. Further down is a 'CALL FOR POSTERS' section. The right column is titled 'PAST WINNERS' and lists several individuals with their photos and short testimonials, including Beauty Koliade, Martina Ysaabel Miranda, Warren McCarthy, Lana Salloum, Kathryn Waite, Jennifer Bradley, Daniel Andrade, Faith Robinson, Reshmi Ranjith, Andrew Ly, and Sarah Robbins. The bottom of the page shows 'Closed Scholarships' with three cards for 'Summer Research Scholarship', 'Labroots Travel Scholarship', and 'Fall 2021 Labroots Scholarship'.

Labroots Features: Store



The worldwide Labroots Store gives shoppers access to Labroots science-themed merchandise, once available exclusively at physical tradeshows. The store launched with a broad range of themes, matching those found on the Labroots site, with clothing items available in men's and women's sizes.



Labroots Features: Gamification



The screenshot shows the Labroots website's Leaderboard. At the top, the Labroots logo is followed by navigation links: HOME, VIRTUAL EVENTS, WEBINARS, COMPANIES, and MORE. A search bar and user profile icon are also present. The main heading is 'LEADERBOARD'. Below it, a paragraph explains the gamification system: 'The Labroots platform allows you to watch, learn and connect on desktop and mobile devices easier than ever before. Now equipped with gamification features and a Leaderboard point system, each month you can now earn points by participating in the many events Labroots offers for a chance to win one of Labroots most popular shirts.' Another paragraph states: 'The top 5 point scorers each month will win a \$20 Gift Card from the Labroots Store. (in the event of ties, prizes will be awarded to the first user(s) to earn a winning score).' A 'Learn More' button is located below the text. The leaderboard table is titled 'This Month' and lists the top 10 scorers.

Rank	Profile Icon	Name	Organization	Points	Prize
1K+		Liz Sears	LabRoots	630 Points	
1		Sofia Khanam	CIPT & AHS	39040 Points	
2		Renaldy Gezond Pakpahan	APRIL Group	38900 Points	
3		Pawan Kumar Maurya	ICMR	33800 Points	
4		T H	University of California, Los Angeles	28075 Points	
5		Kumkum Kushwaha	SATO	21670 Points	
6		Sergio Rochelle	UNIMEP	8215 Points	
7		YASIR ABBAS	Academic Teaching Hospitals	7845 Points	
8		Faheem Ullah Babar	Edwardes College Peshawar	7320 Points	
9		KHAIRULBASHAR KHAN KHAN	Ali allana college of pharmacy	6885 Points	
10		Koustav Maiti	Ramakrishna Mission Vivekananda	6720 Points	

Labroots is equipped with gamification features and a Leaderboard point system, each month users can earn points by participating in the many events Labroots offers for a chance to win a \$20 gift card to the Labroots store.

Labroots Features: Tagging



Labroots allows users to choose topics and subjects of interest via the keyword tagging system, delivering content that matters most to users.

Topics & Subjects of Interest

Choose **topics and subjects that interest you** so we can deliver content that matters to you.

Drug Discovery ×

Biochemistry ×

Chemistry ×

Genetics ×

Medicine ×

Pathology ×

Molecular Diagnostics ×

Biotechnology ×

Human Biology ×

Genomics ×

Protein Chemistry ×

Start typing to select your interest tags

Related Interest Tags

+ Clinical Research

+ Biology

+ Cancer Research

+ Cell Biology

+ Molecular Biology

+ Cell Line Development

+ Assay Development

+ Diagnostics

+ Systems Biology

+ Clinical Diagnostics

+ Therapeutics

+ Laboratory Testing

+ Clinical Chemistry

+ Biomarkers

+ DNA

+ Cancer Diagnostics

+ Cancer Therapeutics

+ Immunology

+ High Throughput

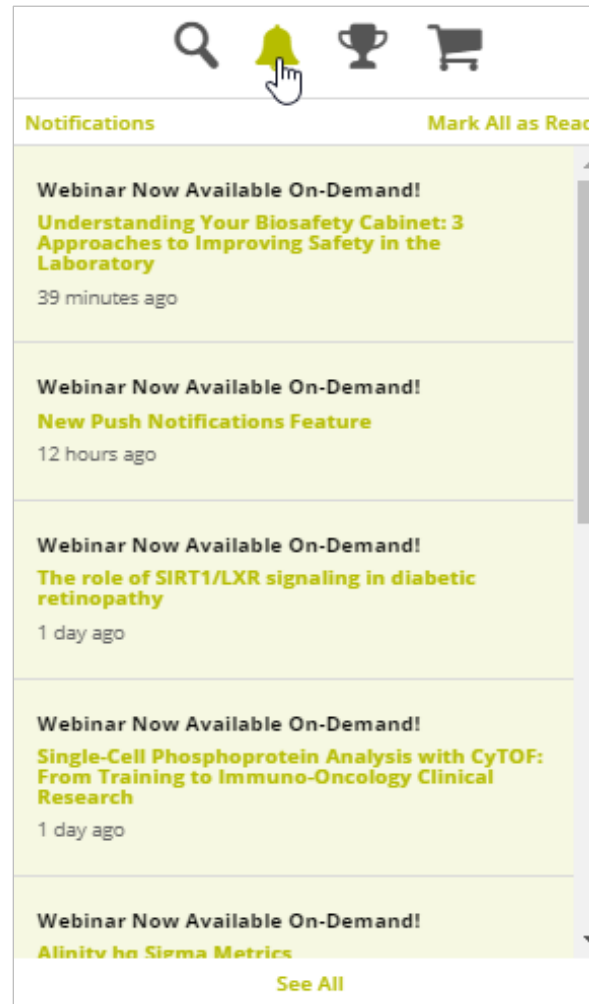
+ Pharmaceuticals

+ Gene Expression

+ Pharmaceutical

Continue



Labroots Features: Notifications



Never miss a Labroots event! Receive notifications for events and features at Labroots for the site and browser-wide. For browser-wide notifications, opt-in on your profile page to begin seeing notifications right away.

Labroots Features: Company Profiles


Companies




Companies

The latest research, products, and discoveries from the science industry's leading companies and company divisions.


[ALL](#) | [A](#) | [B](#) | [C](#) | [D](#) | [E](#) | [F](#) | [G](#) | [H](#) | [I](#) | [J](#) | [K](#) | [L](#) | [M](#) | [N](#) | [O](#) | [P](#) | [Q](#) | [R](#) | [S](#) | [T](#) | [U](#) | [V](#) | [W](#) | [X](#) | [Y](#) | [Z](#)




Miltenyi Biotec
For over 30 years, Miltenyi Biotec has been a leader in the development of products that empower the advancement of biomedical...
[View Company](#)




Thermo Fisher Scientific
Thermo Fisher Scientific - the world leader in serving science enables life scientists to explore biologic complexity and make new discoveries...
[View Company](#)




DiaSorin
DiaSorin Molecular LLC manufactures and distributes molecular diagnostic products worldwide. Our Simplexa® molecular kits...
[View Company](#)




Beckman Coulter
Beckman Coulter develops, manufactures and markets products that simplify, automate and innovate complex biomedical testing. Our...
[View Company](#)




NanoString Technologies
NanoString Technologies (NASDAQ: NSTG) is a publicly held provider of life science tools for translational research and molecular...
[View Company](#)



QIAGEN
QIAGEN N.V., a Netherlands holding company, is the leading global provider of Sample & Assay Technologies that are used to transform...
[View Company](#)



eppendorf
Eppendorf is a leading life science company that develops and sells instruments, consumables, and services for liquid-, sample-...
[View Company](#)

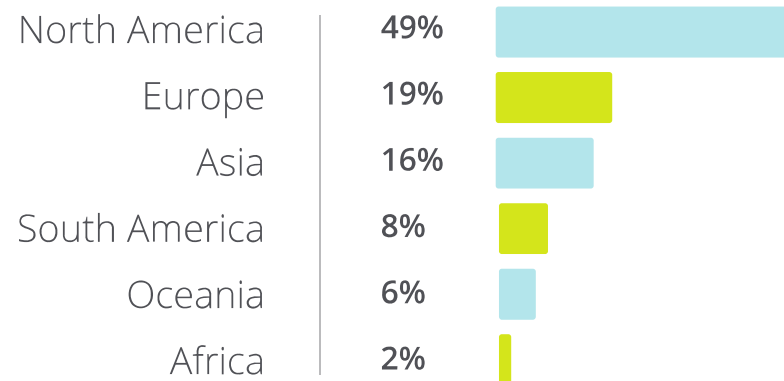


Agilent
Agilent (www.agilent.com) is a leader in life sciences, clinical research, diagnostics and applied chemical markets. With over 11,000...
[View Company](#)

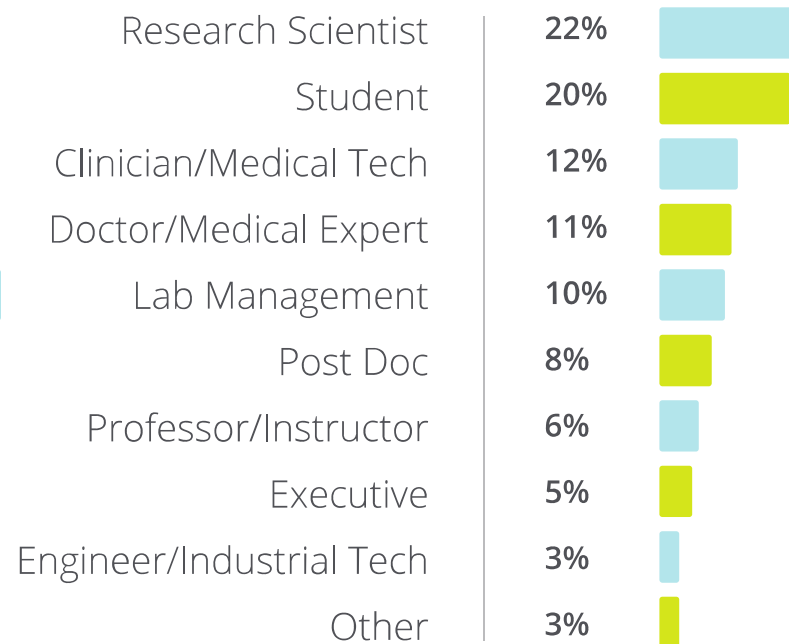
Company Profiles allows users to search webinar content by company. Stay on top of the products and research being developed in the industry with this feature. Company Profiles are sorted alphabetically, featuring the most recent webinars sponsored by each company.

Demographics

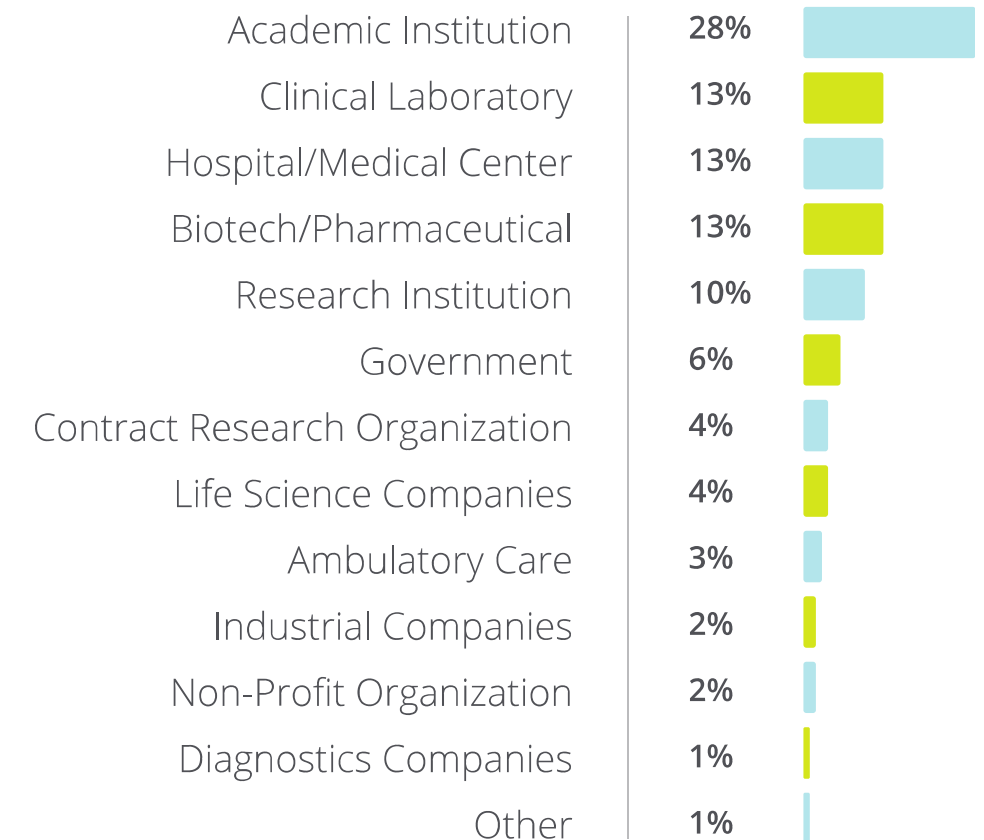
Geography



Job Title



Organization



The Stevie Awards

The Stevie Awards are the world's premier business awards and has recognized Labroots for the following categories:



Company of the Year
Internet & New Media –
Small



Customer Satisfaction



Company of the Year
Internet & New Media
– Small



Company of the Year
Media & Entertainment
– Small



Collaboration/Social
Networking Solution



Sales &
Customer Service



Marketing
Department of the Year

Labroots wins multiple awards

Best in Biz Awards

The Best in Biz Awards is the only independent business awards program judged by prominent members of top-tier press and Labroots has been recognized for a variety of awards over the past few years:



Most Customer-Friendly Company of the Year



Website of the Year



Consumer Service of the Year



Operations Department of the Year



Creative Department of the Year



Sales Department of the Year



Technology Department of the Year



Marketing Department of the Year

Labroots named one of the *Best Entrepreneurial Companies in America, 2016 and Educational Support Services, 2018 & 2019*

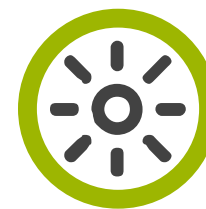


Labroots was recognized as one of the “Best Entrepreneurial Companies in America” by Entrepreneur magazine’s Entrepreneur 360™ List, the most comprehensive analysis of private companies in America.

Based on a study forged by Entrepreneur, Labroots is recognized as a well-rounded company that has mastered a balance of:



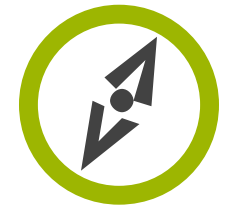
impact



innovation



growth



leadership

Get in touch

Let's talk science. Let's talk medicine.



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Social Media

facebook.com/labrootsInc
twitter.com/labrootsinc
linkedin.com/labrootsinc
instagram.com/labrootsinc
pinterest.com/labroots

Labroots Blog

www.labroots.com/blog