

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	63
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

**4.3 Million**

Monthly Users Sessions

**639,000**

Annual Pageviews

**14.4 Million**

Newsletter Subscribers

**1.06+ Million**

Average Website Session

**2 Minutes**

Average Webinar Session

**28 Minutes**

Average Virtual Event Session

**5.26 Hours**

Social Media Followers

**2.4+ Million**



# 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.

LIVE VIRTUAL EVENT  
PRODUCED BY LABROOTS

DRUG DISCOVERY  
& DEVELOPMENT

FEBRUARY 23, 2022

REGISTER NOW

LIVE VIRTUAL EVENT  
PRODUCED BY LABROOTS

NEURO  
SCIENCE

MARCH 10, 2022

REGISTER NOW

LIVE VIRTUAL EVENT  
PRODUCED BY LABROOTS

CANNABIS  
SCIENCES

MARCH 23, 2022

REGISTER NOW

LIVE VIRTUAL EVENT  
PRODUCED BY LABROOTS

BIOPROCESSING

APRIL 6, 2022

REGISTER NOW

LIVE VIRTUAL EVENT  
PRODUCED BY LABROOTS

APRIL 19-21, 2022

GENETICS  
VIRTUAL WEEK

INCLUDING GENOMICS, MOLECULAR  
DIAGNOSTICS & PRECISION MEDICINE

REGISTER NOW

LIVE VIRTUAL EVENT  
PRODUCED BY LABROOTS

CORONAVIRUS

VIRTUAL EVENT SERIES | MAY 4, 2022

LIVE VIRTUAL EVENT  
PRODUCED BY LABROOTS

LABORATORY  
AUTOMATION

MAY 18, 2022

REGISTER NOW

LIVE VIRTUAL EVENT  
PRODUCED BY LABROOTS

MICROBIOLOGY  
VIRTUAL WEEK

INCLUDING IMMUNOLOGY, INFECTIOUS  
DISEASE & RESPIRATORY VIRUSES

SEPTEMBER 6-8, 2022

REGISTER NOW

LIVE VIRTUAL EVENT  
PRODUCED BY LABROOTS

CELL  
BIOLOGY

SEPTEMBER 21, 2022

REGISTER NOW

LIVE VIRTUAL EVENT  
PRODUCED BY LABROOTS

CANCER RESEARCH &  
IMMUNO-ONCOLOGY WEEK

OCTOBER 5-6, 2022

LIVE VIRTUAL EVENT  
PRODUCED BY LABROOTS

CORONAVIRUS

VIRTUAL EVENT SERIES | OCTOBER 19, 2022

LIVE VIRTUAL EVENT  
PRODUCED BY LABROOTS

CRISPR

NOVEMBER 2, 2022

REGISTER NOW

LIVE VIRTUAL EVENT  
PRODUCED BY LABROOTS

CLINICAL  
DIAGNOSTICS  
& RESEARCH

NOVEMBER 9, 2022

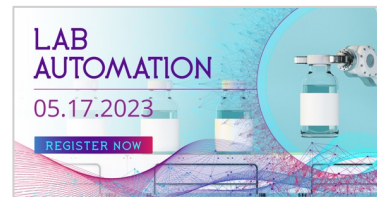
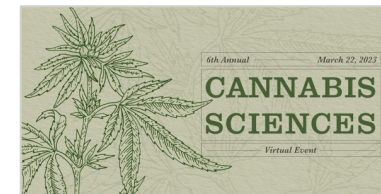
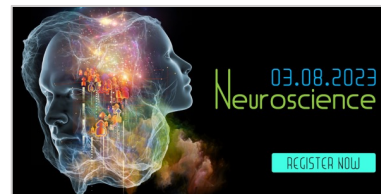
REGISTER NOW

3

# 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.

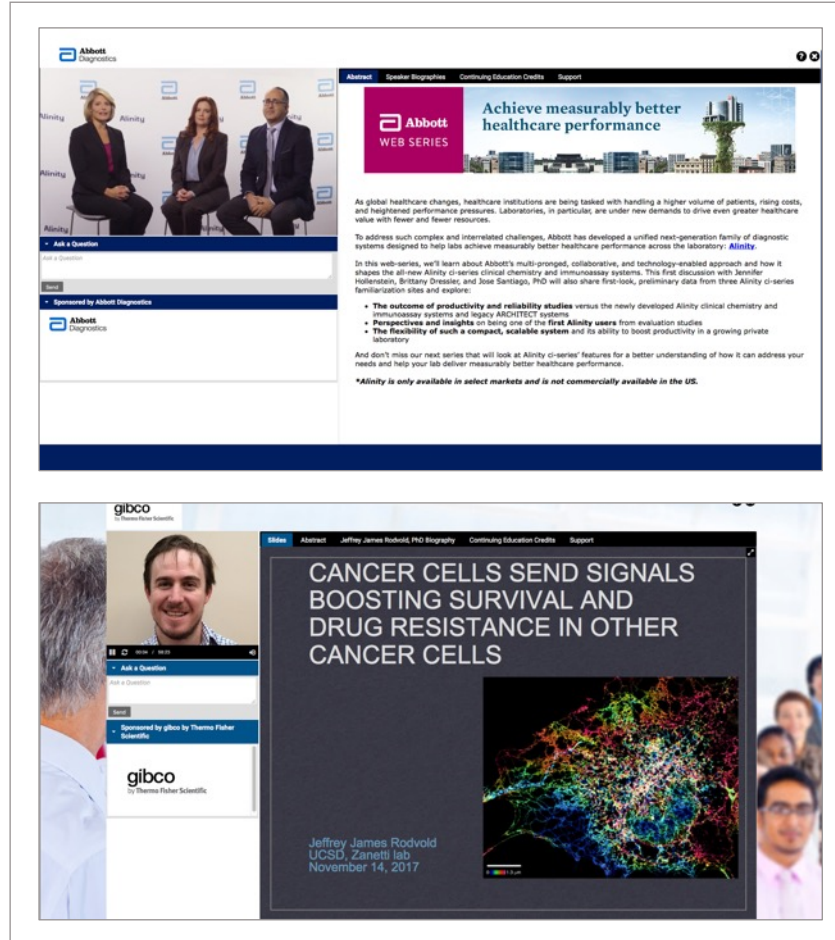




# Labroots Features: Webinars




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



f t in

Profile: [labroots.com/profile/greg-cruikshank](https://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.

Average Reach

5,448

Average Impressions

9,167

Average Link Clicks

75



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



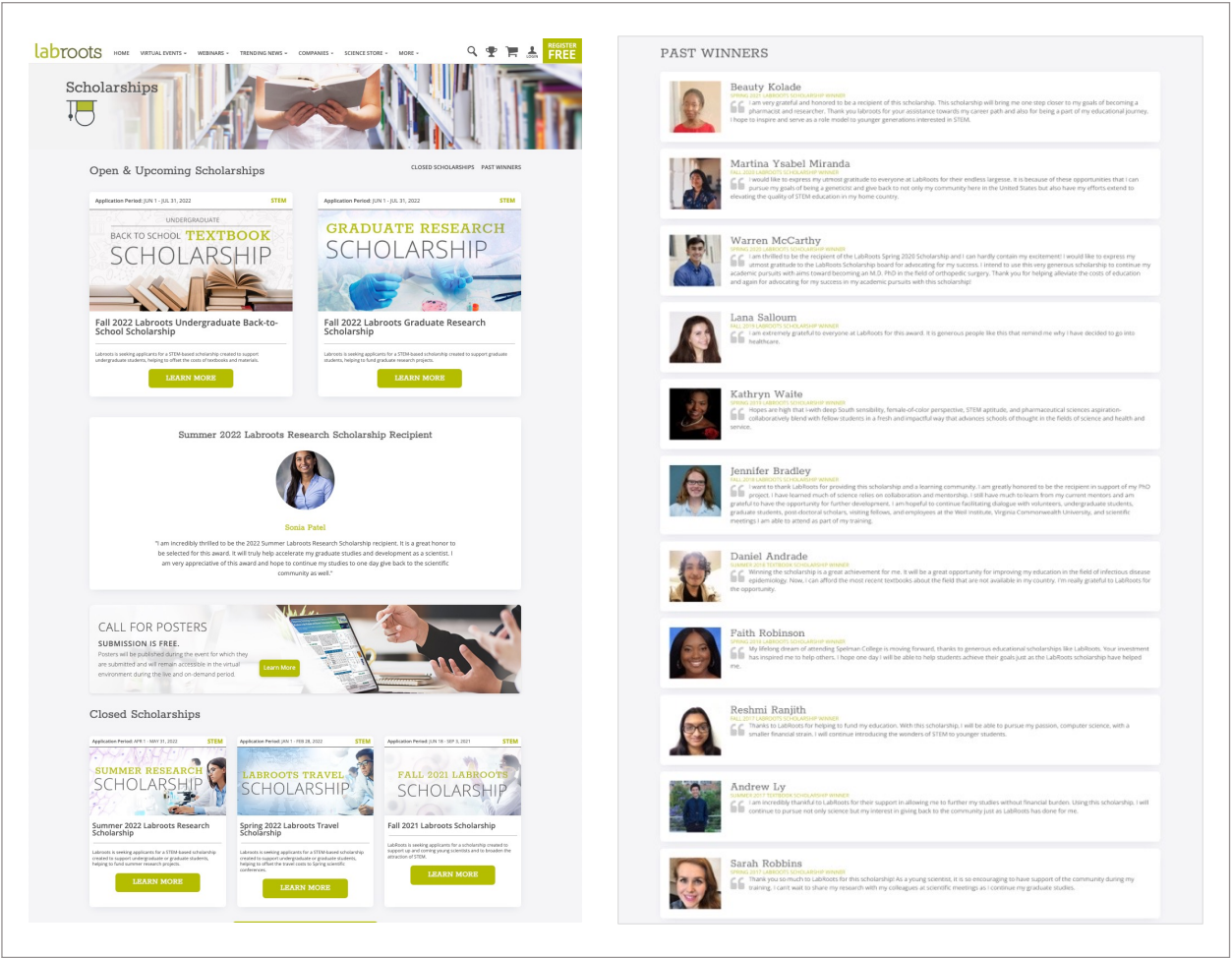
# Labroots Features: Scholarships

## 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.

## 2023 Scholarships

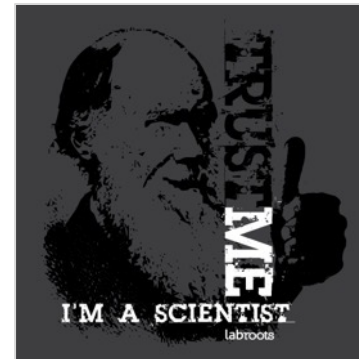
- (Spring) Travel Scholarship \$1000
- (Summer) Summer Research Scholarship \$1000
- (Fall) Undergraduate Back to School/Textbook Scholarship \$1000
- (Fall) Graduate Research Scholarships (M.S., M.A., Ph.D.) \$1000



# 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' section. At the top, there's a navigation bar with 'labroots' logo and links for HOME, VIRTUAL EVENTS, WEBINARS, COMPANIES, and MORE. Below the navigation bar, a large banner features a man wearing a white t-shirt with the 'labroots' logo. To the left of the banner, text explains the gamification features and a 'Learn More' button. Below the banner, a section titled 'This Month' displays a table of top scorers.

This Month				
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

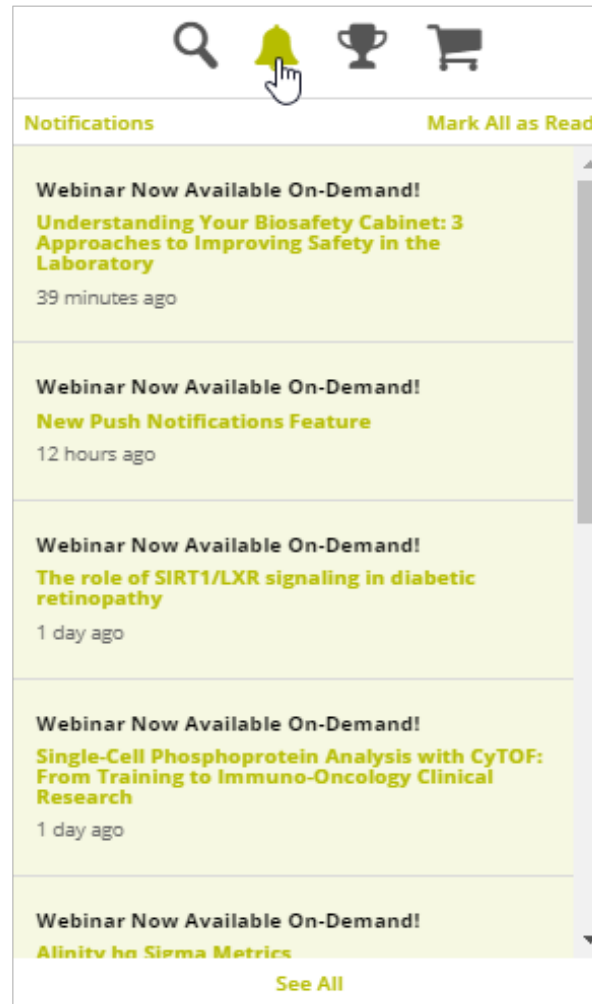
+ Gene Expression

+ 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](#)



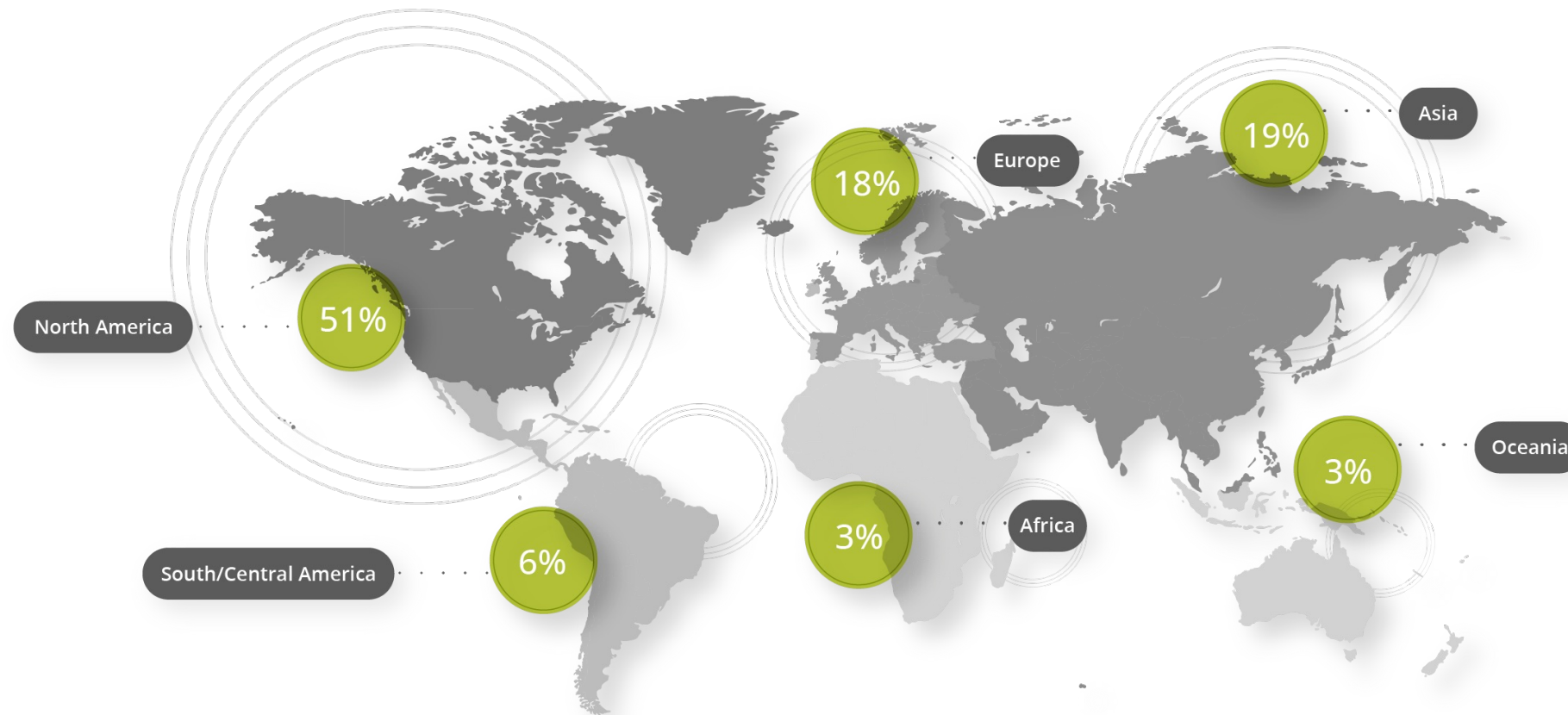
**Eppendorf**  
Eppendorf is a leading life science company that develops and sells instruments, consumables, and services for liquid-, sample-...  
[View Company](#)



**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



## User Location

North America: 51%

Asia: 19%

Europe: 18%

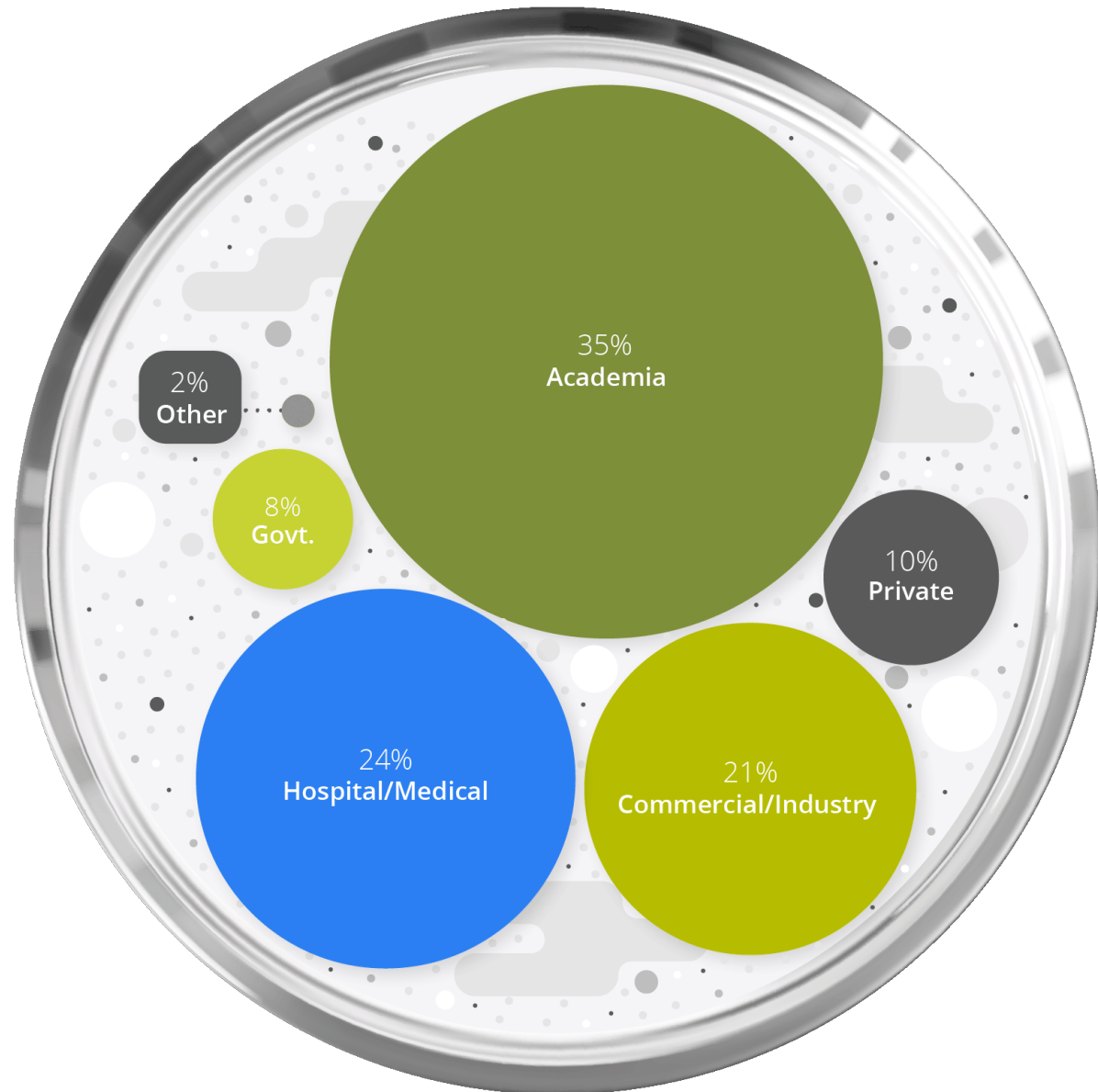
South/Central America: 6%

Oceania: 3%

Africa: 3%



# Demographics: Institution Type



## User Institution Type

**Academia** (University/College): 35%

**Hospital/Medical Center:** 24%

**Commercial/Industry**

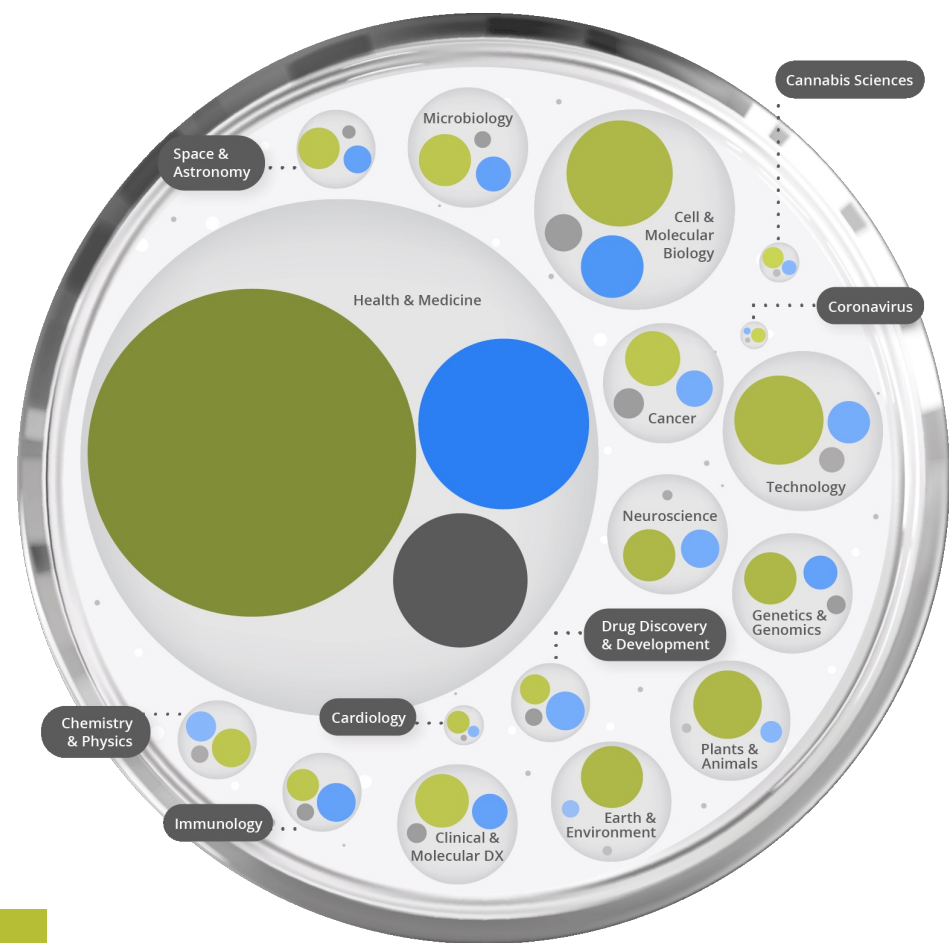
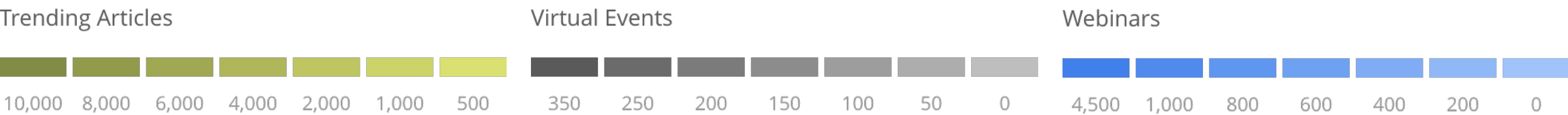
(Biotech/Pharma/Life Science Company): 21%

**Private** (CRO, CMO, Research Institute): 10%

**Government:** 8%

**Other:** 2%

# Demographics: Webinars



Content Categories	Trending Articles	Webinars	Virtual Events
Health & Medicine:	9,278	4,280	325
Cell & Molecular Biology:	4,066	772	89
Technology:	3,468	328	60
Genetics & Genomics:	2,940	526	71
Microbiology:	2,937	499	71
Neuroscience:	3,094	347	40
Plants & Animals:	3,217	126	16
Earth & The Environment:	3,162	62	13
Cancer:	2,413	539	79
Clinical & Molecular DX:	2,284	578	103
Immunology:	2,138	511	80
Chemistry & Physics:	2,461	134	34
Drug Discovery & Development:	1,854	431	73
Space & Astronomy:	2,226	10	0
Cardiology:	1,524	114	28
Cannabis Sciences:	937	164	22
Coronavirus:	550	162	2

# 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*

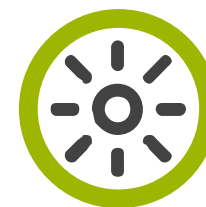


Labroots was recognized as one of the “Best Entrepreneurial Companies in America” by Entrepreneur magazine’s Entrepreneur 360™ List, the most comprehensive analysis of private companies in America.

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



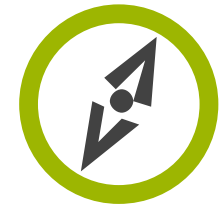
impact



innovation



growth



leadership

# Get in touch

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



## Press Contact:

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Senior PR & Content Manager  
[lynn.brainard@labroots.com](mailto:lynn.brainard@labroots.com)  
(714) 771-4397

## Social Media

[facebook.com/labrootsInc](https://facebook.com/labrootsInc)  
[twitter.com/labrootsinc](https://twitter.com/labrootsinc)  
[linkedin.com/labrootsinc](https://linkedin.com/labrootsinc)  
[instagram.com/labrootsinc](https://instagram.com/labrootsinc)  
[pinterest.com/labroots](https://pinterest.com/labroots)

## Labroots Blog

[www.labroots.com/blog](http://www.labroots.com/blog)