

Leveraging Community Machine Learning Competitions to Accelerate Industry Adoption and References - Cellarity

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Founded in 2017 in Flagship Pioneering's Flagship Lab, Cellarity is a machine learning company seeking to revolutionize the medicine development process.

Cellarity's machine-learning platform leverages high-resolution cell data to create medicines from a cell-centric vantage point. The novel approach enables the development of medications targeting and changing cell behavior to provide better treatments for respiratory, hematology, immune-oncology, and metabolism-based diseases.

Cellarity has raised more than \$173M from BlackRock, Flagship Pioneering, Nouran Afeyan, and Pictet Private Equity Investors S.A. to accelerate their cutting-edge platform development. The company is seeking to grow, both in the market and in terms of internal team members. Since August 12, Cellarity has posted 17 new job openings in the U.S. market.

Last week, on August 17, 2022, Cellarity announced their latest success: "a unique single-cell dataset to accelerate innovation in mapping multimodal genetic information across cell states and over time." Rather than directly honing in on Cellarity's innovation as a company, the brand opted to focus on industry participation at the [very top of its news press release](#).

To best raise awareness about their announcement and hiring needs, Cellarity is focussing on further expanding its presence in the machine learning community through online-hosted competitions.

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Introducing Kaggle - A Machine Learning Community Hub with Multiple Benefits for Platform Developers

Partnering with Open Problems in Single-Cell Analysis, Cellarity is hosting a competition on Kaggle for the machine learning community with prize money totaling \$25,000 for the winner.

Kaggle is an educational platform built to educate data scientists at multiple levels. Over 10M users review predictive modeling problems and compete in competitions to solve them. Data scientists compete against one another, learning new information, coding tricks, and exploring real-world datasets. These datasets range from video game sales to more complex issues, such as air pollution data.

The site was originally created as a tool for university courses to leverage, but now multiple players, from research organizations to international companies, have joined the ecosystem. Brands like Cellarity sponsor Featured Competitions on the platform, helping solve numerous business problems simultaneously.

Leveraging Featured Competitions enables Cellarity to receive real-time data testing and corresponding solutions from competition members. Any bugs in algorithms are rapidly uncovered by participants, showing the value of the individual and solving data issues in turn—many scientists on Kaggle leverage the opportunity to find employment opportunities - and vice versa.

As Cellarity seeks to expand its team, testing a dataset amongst one of the largest online machine-learning communities seems like a no-brainer. Winning participants are often approached following these events to secure further opportunities with the sponsoring company.

Networking Through Online Industry Communities

Hosting online competitions also enables Cellarity to rapidly raise awareness about its technological progress throughout the machine learning community.

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Primary healthcare and technology players participate on the platform, including Google and Mayo Clinic representatives. Kaggle's community is narrowly focused, bringing together data analysts, data scientists, and machine learning engineers.

Kaggle members network with one another, participating in online forums to discuss general questions, industry news, tips for navigating datasets, and beyond. These forums are an excellent opportunity for machine learning developers to build relationships with and thought leadership status amongst industry members.

Individuals are awarded for participating in forums, among other key areas, such as competitions, datasets, and notebooks. The Kaggle ranking board reveals top talent and thought leaders, ranking participants from leading expert-level Grandmasters to still-learning Novices.

Cellarity Machine Learning Scientist, Daniel Burkhardt, is seeking to grow his rankings as the competition host. Since launching the competition last week, he has started multiple discussions to increase participation in the online competition.

Machine learning developers entering the U.S. market should attempt to grow their community presence through community-oriented, online competitions like Cellarity. These competitions make datasets more newsworthy and attractive to the industry, ensuring that awareness will be spread across the market. Platforms like Kaggle enable companies with no prior U.S. relevance to effectively build a network of supporters and references.

- Content by the BDMT Global Team

If you are interested in potential partnerships and long-term relationships with the companies mentioned in this article or others in the U.S. and/or S. Korea, contact Suzy at sim@bdmtglobal.com.

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