

Pictor Raises \$5M in Funding to Support Expansion Into US

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NEW YORK – New Zealand-based diagnostics firm Pictor this week said it has secured \$5 million in seed funding to support the launch of its San Diego-headquartered US operations.

The funds consist of \$3 million from existing investors and \$2 million from new US-based investors, the company said.

Pictor also announced a new board of directors led by Chair Paul Kinnon, a partner at Arch Global Research, company CEO Jamie Platt, and Marko Bogoevski, former CEO of Infratil. The company has also named Janine McMurdie, former chief commercial officer at Mobilion Systems, as CCO.

Pictor sells instrumentation intended for multiplexed measurement of protein markers in settings including clinical labs, diagnostics development, and veterinary testing. According to the company, its PictArray and PictImager immunoassay platforms allow for testing in a variety of sample types with multiplexing of up to 50 analytes per test at consumable costs of under \$50 per sample.

In 2022, the company [raised \\$6.1 million](#) to support the marketing of its PictArray SARS-CoV-2 serology assay. That investment, led by investors including Bogoevski, put Pictor's total raised capital at \$17 million.

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