

CASE STUDY

Transforming a research platform into a commercial success

How Firefinch guided MORF from academic prototype to market-ready software

The challenge

MORF, a bioinformatics platform developed at the University of York, needed to evolve from an academic tool into a fully-fledged commercial product. Key challenges included:

- Needed to improve infrastructure for licensing, access control, and deployment
- Further clarity was required on pricing, commercial positioning, and roadmap
- Commercial deployment needs required a secure, standalone platform compatible with industry workflows

The solution

Firefinch delivered both strategic and technical expertise to help MORF navigate this critical transition. The collaboration began with product strategy and architecture planning and extended into hands-on implementation and client deployment.

- Reviewed and optimised the platform's architecture for commercial readiness
- Built a clear and actionable roadmap for the first 18 months of development
- Enabled independent deployment through containerised software

MORF is now positioned to grow independently, with a platform trusted by external clients and scalable beyond its academic origins.

Results



STRATEGIC PRODUCT GUIDANCE

Focused roadmap with clear priorities



SCALABLE ARCHITECTURE

Cloud and on-premises ready



SUCCESSFUL LAUNCH & ADOPTION

Deployed, trusted and delivering value

About MORF

MORF is a user-friendly, browser-based bioinformatics platform for storing, exploring, and visualising multi-omics data. It empowers scientists to analyse complex datasets across fields like synthetic biology, microbiome research, and systems biology, regardless of their technical background.

“Firefinch exceeded our expectations from day one. Their in-depth understanding and extensive expertise meant we could trust them completely to deliver what we needed. They provided a thorough evaluation of our software, handled development seamlessly, and explained complex technical details in clear, non-specialist terms.

Their efficiency, engagement, and responsiveness made the entire process smooth and stress-free. I’d highly recommend them to anyone looking for a reliable and knowledgeable software consultancy.”

Joyce Bennett
CEO, MORF

Our approach

Firefinch acted as an embedded partner, guiding MORF through a focused, agile process that combined product strategy with hands-on delivery – reducing risk and enabling long-term independence.

STRATEGIC PRODUCT PLANNING

Defined a lean roadmap, prioritised key features, and shaped pricing and market fit to accelerate early value.

TECHNICAL ARCHITECTURE REVIEW

Audited the tech stack and advised on scalable deployment, security, and licensing for commercial readiness.

DEPLOYMENT ENABLEMENT

Delivered production-ready builds, a standalone module, and supported integration into operational lab environments.

KNOWLEDGE TRANSFER

Equipped MORF to self-manage with clear, accessible guidance and capability building for future growth.

About Firefinch


Bridging the gap between discovery and delivery

We provided the strategic direction and hands-on execution that MORF needed to transition from lab to market, all without the cost and complexity of building a full internal team. Whether you’re building a new platform, refining an internal tool, or preparing for scale, Firefinch offers the clarity, partnership, and technical rigour you need to succeed.

Get in touch

Ready to turn your research into a real-world product?

With our strategic insight and technical expertise, we’ll help you move faster, avoid costly mistakes, and build with confidence.

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 Firefinch Software