

Oral/Written Presentation

Due: Wednesday, 9 November

This is an open-ended project. There are no “correct” or “incorrect” answers. You are to submit a 4-5 page technical business brief, and make a 15 minute oral business pitch to a group of investors who have decent technical background. You must demonstrate to these investors that you have some understanding of how your product can be produced, and the risks associated with its production. Above all, you should have some fun.

You are an entrepreneur interested in starting a business. The basis of the business will be to produce one or more biochemical products. *You should not select a biochemical product that you are studying as part of your current research.* You have the financial backing of the federal government for the next two years, and access to laboratory facilities (analytical, molecular biology) and manufacturing facilities at the 1000 liter scale. Your written brief and oral business pitch should be well organized and cover the following topics:

- 1) Select a biochemical product or a suite of similar products. What is the potential market size for this product? How is it currently produced?
- 2) Describe the technical details for generating this biochemical product. What is the pathway? What is the stoichiometry balance (including ATP, ADP, NADH, NAD, etc.). What organism might you select and why? *What technical hurdles are going to have to be addressed?* You should outline experiments you would perform in a Research Plan, but remember this is not a research proposal...you want to make money as soon as possible.
- 3) What are the potential technical challenges that are going to have overcome? What are the key risks?
- 4) Do any existing technologies (patents†) exist which might compete with your manufacturing plans? What will you license and what will be developed?

† see the following websites for awarded patents and patent applications:

US: <http://patft.uspto.gov/>

World: <https://worldwide.espacenet.com/>