



**GRÜNDE  
MIT  
PLAN**

**BPW  
2024**

[www.bpw.de](http://www.bpw.de)

# BPW 2024

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## Seminarprogramm Brandenburg



# From Research to Market

- Workshop for Scientists
- 18<sup>th</sup> of March 2024
- Ursula La Cognata & Volker Landschütze
- [www.ybe.berlin](http://www.ybe.berlin)

# ybe Background

1985/1988

IGF Berlin, Prof. Willmitzer

- Green biotechnology
- Field trials Brandenburg (potato)

1996 PlantTec Biotechnology GmbH

- Green biotechnology
- Carbohydrate platform

2002 Bayer BioScience

- Green & White Biotechnology
- International Teams
- Project Management

2010 aevotis

- White biotechnology
- Functional carbohydrates
- Baby food
- Food ingredients
- Polymers
- Biotransformations

2014 evoxx

- White Biotechnology
- Expression platform
- Fermentation
- Enzyme engineering
- Production

2019 ybe

- Vaccins production
- Vegan cheese
- Dietary supplements
- EFSA/GRAS
- Interims management
- Project management

# Key Question

## What is my final product?



What exactly is my  
business/product idea?

Describe in one sentence



What is the unique selling point (USP)?



What is the final application?

### Quality requirements

Kosher/Halal  
No Antibiotics  
Animal free  
Sterile  
Natural/Bio

### Set Certificate of Analysis (CoA)

Heavy metals  
Microbiology  
Protein content  
Units  
Water content - TOS

## Specifications

### Develop Standard operational Procedures (SOP)

Production  
Analytics  
Assays

### Research Phase is finished

**This is really important!!**





## Look around

- Where's my market?
- Who are my customers?
- What does the competition do (benchmarking)?
- What is the acceptance among the population (e.g. green biotechnology)?
- What maximum price will be accepted?
  - COGS, cost-in-use

# Production

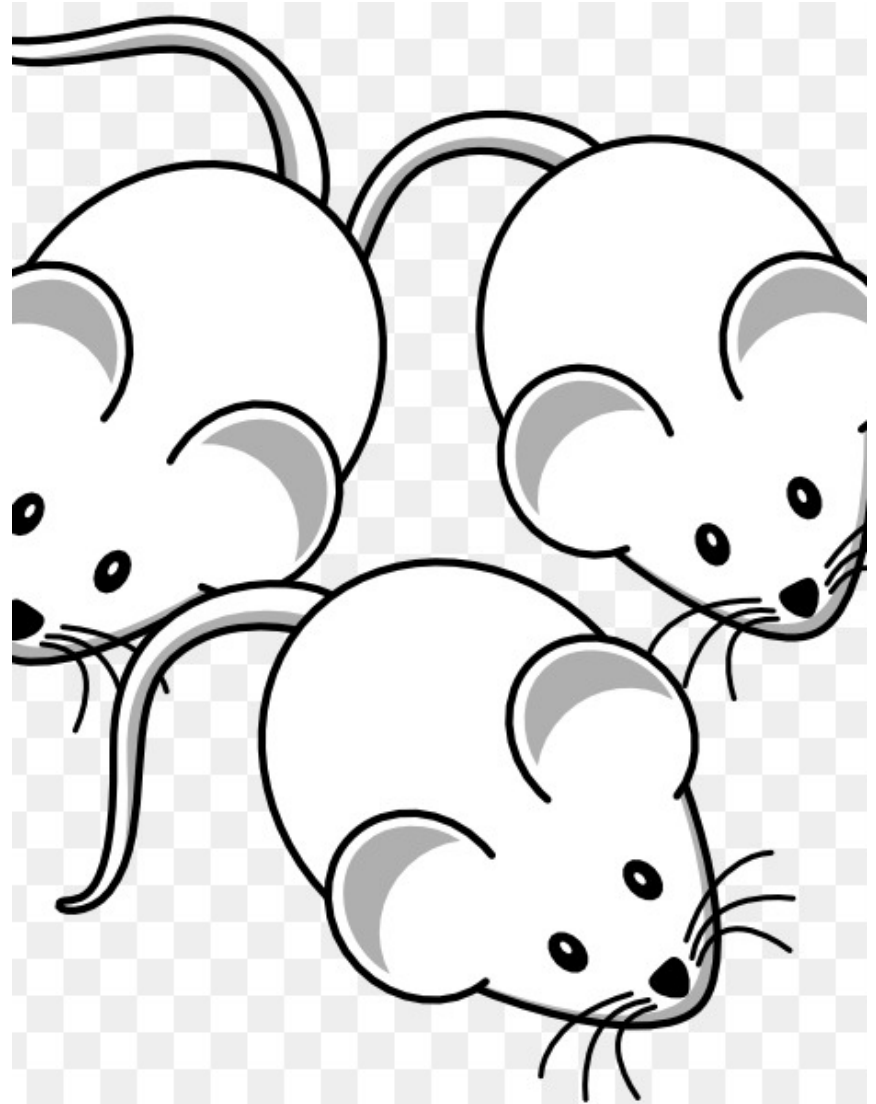
- Up-scaling – Technology transfer!
- Do we need external production facilities?
- What is the required quantity and when?
- Do we need special equipment?
- Are there alternative manufacturing options?
- How do we check quality?
- Which methods have to be established in production?
- Are there bottlenecks/requirements for our substrates?



# Regulatory

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- Europe/USA/Asia/Others
- Laws and regulations for my idea?
- Toxicology Studies (Ames test/Mitochondrial test, rodent study, others?)
- Allergies?
- Human consumption?
- Personal care?
- Functionality studies...rooster, rodents, humans?



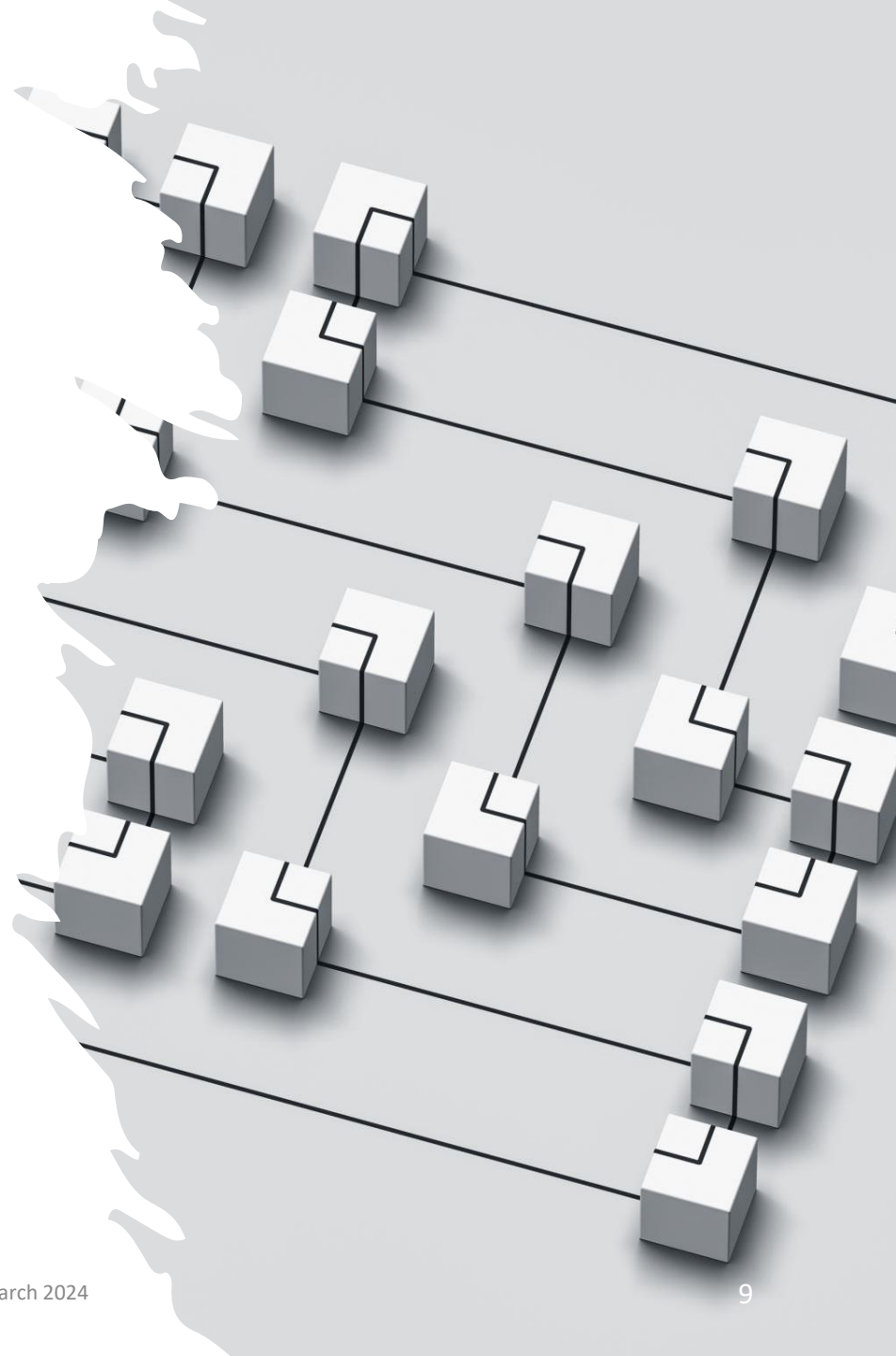


# Business

- Do we need strategic or financial partners/investors?
- Is our product protected (IP)?
- Market access?
- Business Plan!!!

# Costs/Project Plan

- Milestones
- Critical Path
- External activities
- Are internal application tests necessary to recognize the added value?
- Further product-specific hurdles?
- Timelines
- Planning tools (Monday/Asana/MS Project e.g.)





# Team

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Who is in the core team?

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Who is my wider environment?

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Who do I have to inform when about steps/progresses?

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When to inform customers?

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When the public?

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Regular meetings- how often, where?

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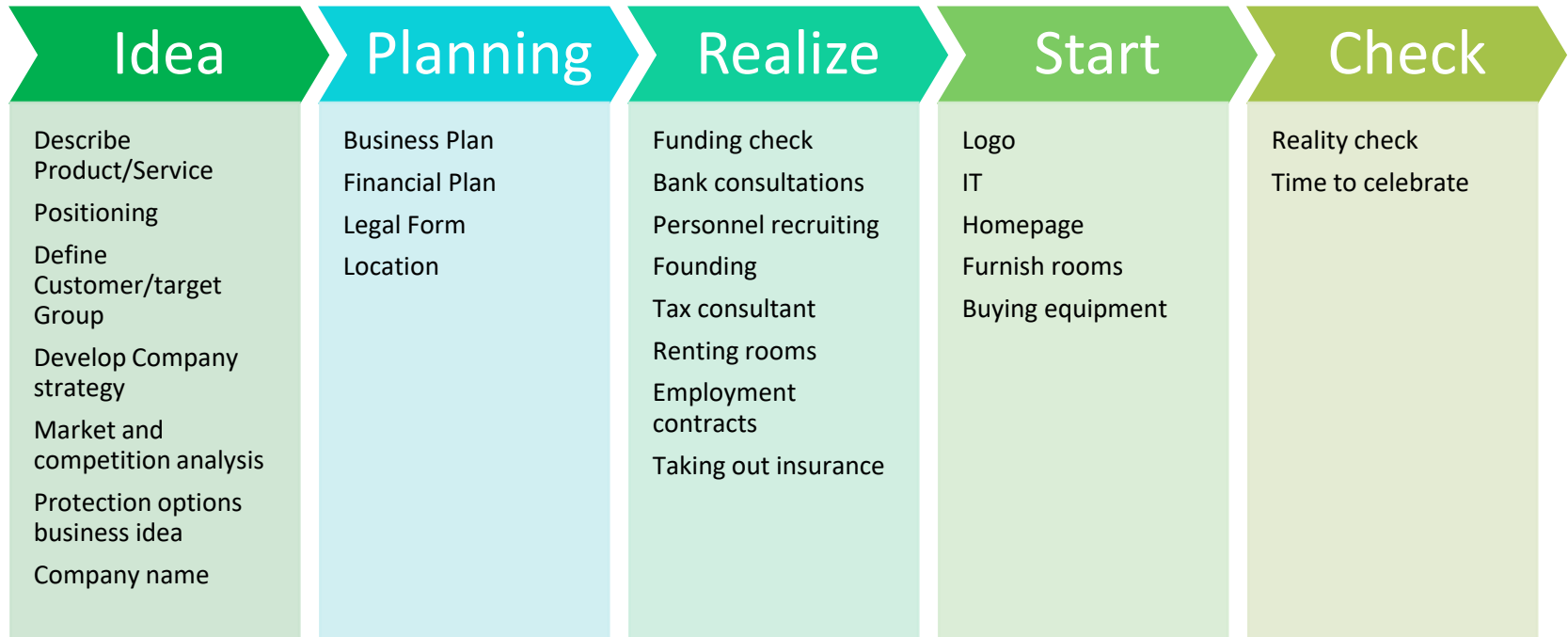
Do we need external Experts?

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Don't forget, celebrate successes together!

# Steps Overview

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ybe – Your Biotech Experts  
[www.ybe.berlin](http://www.ybe.berlin)



Dr. Ursula La Cognata  
[lacognata@ybe.berlin](mailto:lacognata@ybe.berlin)  
+49 173 600 55 05

Dr. Volker Landschütze  
[landschuetze@ybe.berlin](mailto:landschuetze@ybe.berlin)  
+49 172 32 888 02

- Registered Partnership Company (unlimited)
- Located in Berlin, Germany
- Acting globally
- Focus on Food, Health, Nutrition, Wellness and all Biotech related issues
- 50+ years in the field in many different functions

Thank you





# BPW 2024

Deine Idee | Dein Konzept | Dein Unternehmen

Hotline: 030 / 21 25 - 21 21

E-Mail: [info@b-p-w.de](mailto:info@b-p-w.de)

Internet: [www.b-p-w.de](http://www.b-p-w.de)

## Förderer



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