

Delivering Renewable Resource Innovation

Scaling Up 2018

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GREG MALONEY
Principal Partner



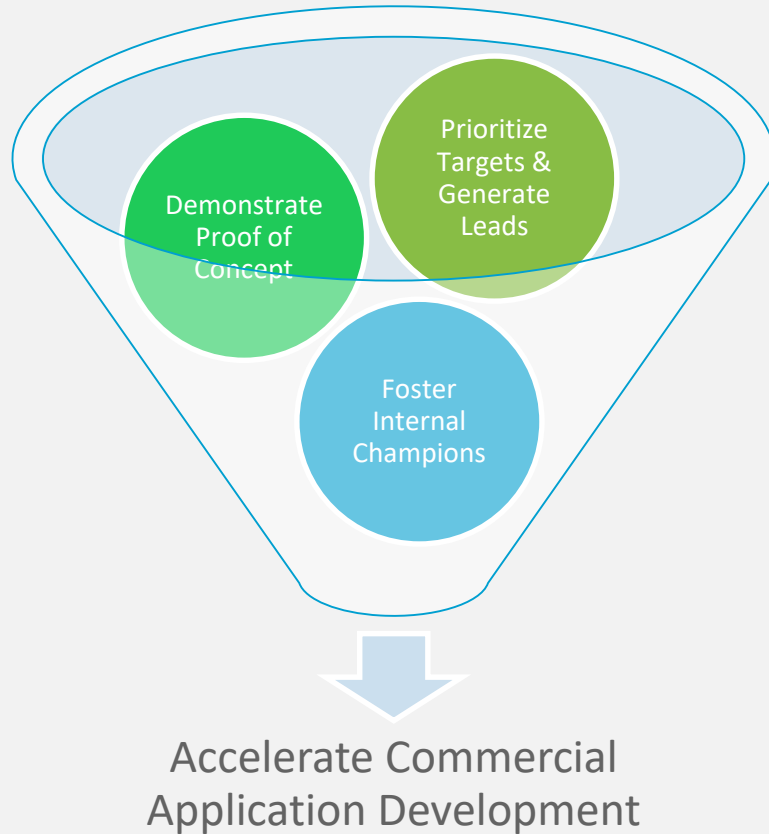
ROD BADCOCK
Principal Partner



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We make innovation happen!

- BioApplied™ helps clients who are developing new products, new industrial partnerships, and building new businesses through innovation
- BioApplied™ specializes in developing & accelerating the path for innovation of advanced technologies derived from renewable resources



Generate Market Traction

- ❖ Full Suite of Business Development Services
 - ❖ Market and Competitive Intelligence
 - ❖ Prospecting and Lead Generation
 - ❖ Engagement and Collaboration
 - ❖ Agreement Process and Negotiations
 - ❖ Commercialization Process
 - ❖ Application Sales and Widespread Deployment
- ❖ Knowledge Transfer, Training, & Education



Key Reflections

- ❖ Learn From Others - Incredible volume of science on bioproducts that can support market development
- ❖ Early & Deep Market Discovery is key....and takes time
- ❖ Be 'Easy To Do Business with'
 - ❖ Flexible on IP Sharing
 - ❖ Value pricing can be challenging
- ❖ Screen & Prioritize Customers
- ❖ Collaborate, especially in early stages
- ❖ Strategic Customers are a great source of sales, guidance and potential investment
- ❖ Find and foster 'Internal Champions' with customers



BioApplied™
INNOVATION PATHWAYS

Clarity | Focus | Energy

