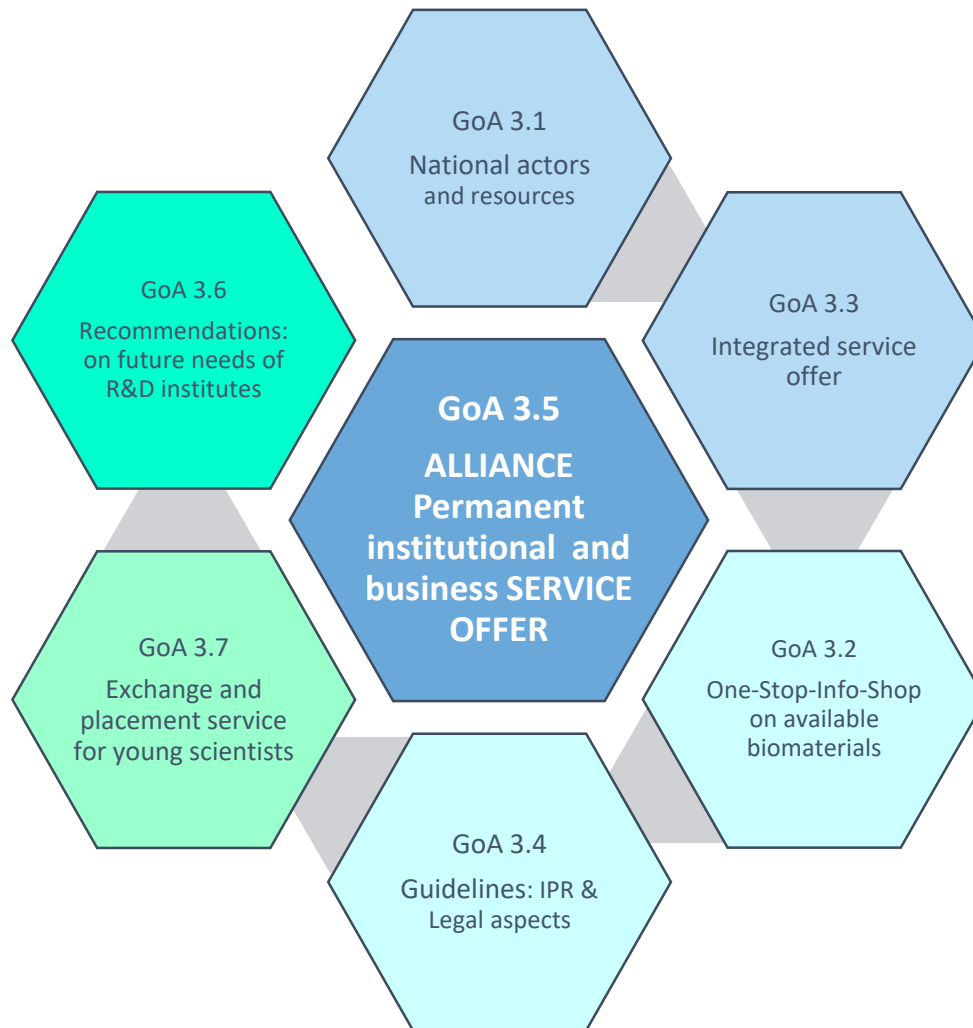


The ALLIANCE Service Offer

Hilary Karlson, DTI – Greifswald 24th August 2018 - Science to Business

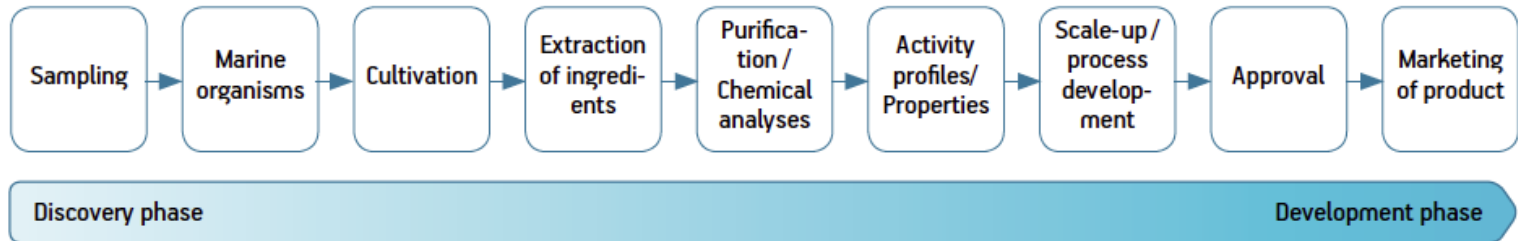
WP3: creating a basis for systematic collaboration – the goal



Blue Biotechnology value chain



SUPPORTIVE SERVICES TO THE VALUE CHAIN – identifying our competences in relation to case needs – getting to know each other!



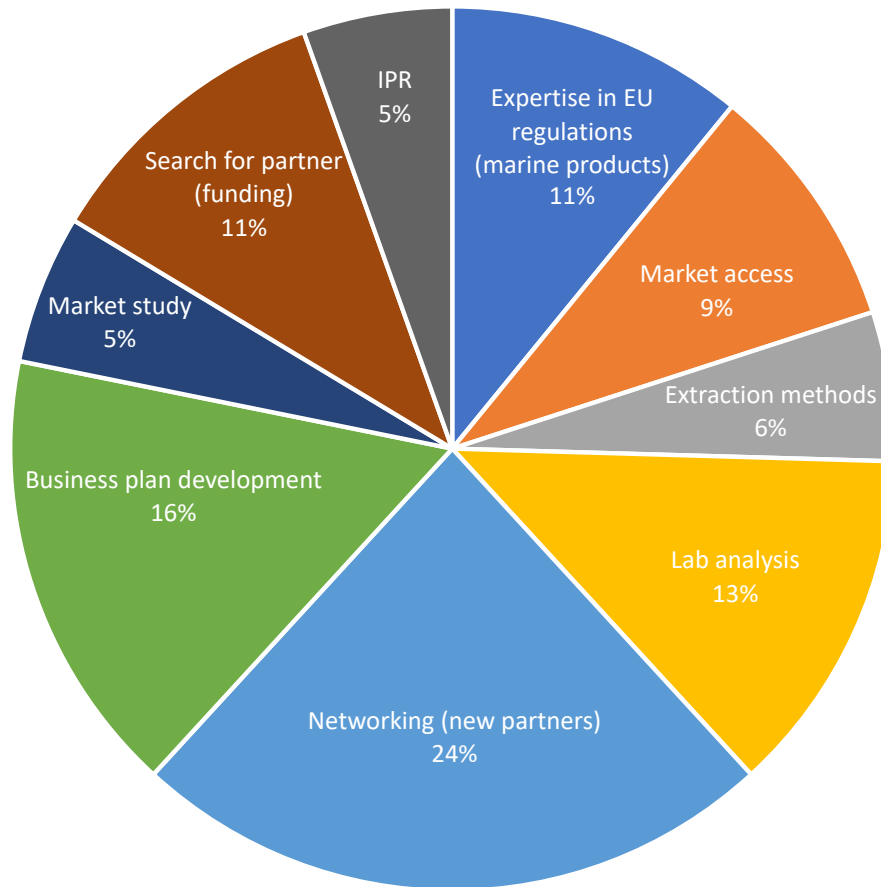
Increase of economic value

The work behind Alliance Service Offer – what has been done?

The birth of a mentor program:

- Using a Standard Operating Procedure (SOP) – creating a unified working process to record the progress and how partners have been able to respond to case specific requests
- Matching Alliance case owners with Alliance experts, their facilities and technologies
- Training workshops on business development and manual/material
- Training workshop on mentorship and techniques
- Hosting of various conferences and network events
- Facilitating a blue biotech scientist placement service
- Collective branding and promotion in collaboration with SUBMARINER
- Defining a business model for a permanent future collaboration – Alliance +

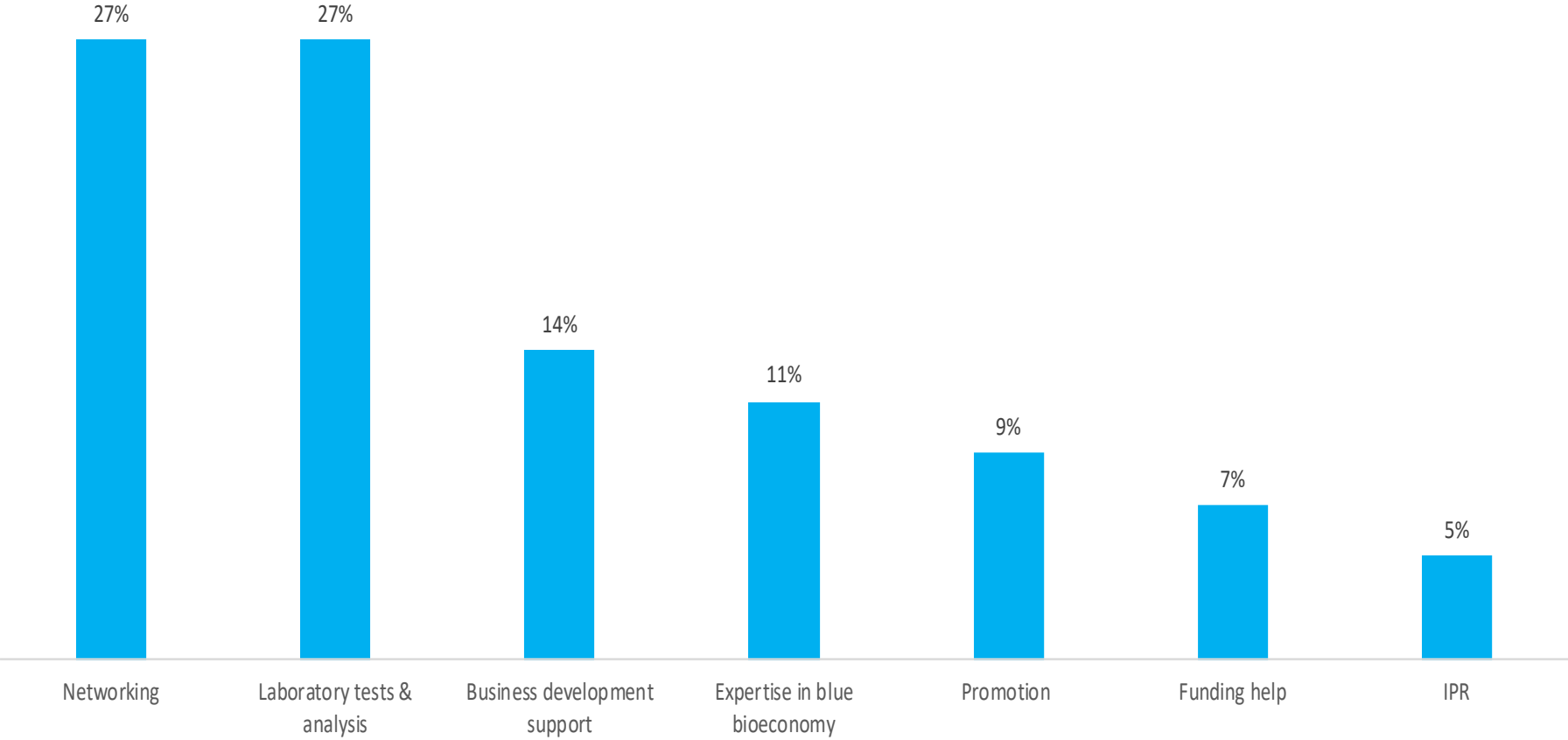
Case owners' needs

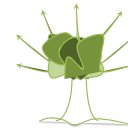


- Expertise in EU regulations (marine products)
- Extraction methods
- Networking (new partners)
- Market study
- IPR
- Market access
- Lab analysis
- Business plan development
- Search for partner (funding)



Service of the ALLIANCE to case owners





GoA 3.5

Creating a sustained ALLIANCE Integrated Service Offer

How will it be done?

- Initial phase: gathering knowledge from existing materials and interviews – *First round of interviews completed*
- Interim phase: processing and packaging of received information for the creation of the business and implementation plan – *First draft report ready*
- Final phase: reporting and preparation of final output and evaluation by the ALLIANCE partners – *Upcoming*

Progress update: Draft report

Originally thought to be a document of approximately 20 pages, it currently includes 42 pages (but several key sections are currently missing).

Synergies have been found with other ongoing and future tasks.

The report structured is as follows:

- 1. Introduction and definitions**
- 2. Market assessment**
- 3. The outlook for blue biotechnology**
- 4. Funding schemes**
- 5. Business models**
- 6. ALLIANCE services and cost structure**
- 7. ALLIANCE running costs**
- 8. Proposed business model (with implementation plan)**

Progress update: Market Assessment

- Data on the blue-biotechnology sector show moderate growth, and ambition projections.
- Demand is still for support in the early phases of the project development process, and consolidation is expected, with the emergence of large networks/clusters and international repositories of information.
- Funding has been traditionally provided for research, but several schemes are available for business support.
- Private sector development is seen as the emerging (and most rapidly growing) in the blue biotechnology area.

Progress update: Market Assessment

Concept	Research	Analysis	Develop		Launch
	Bio-resources	Facilities & Equipment	Technical specs	R&D	Legal/IPR expertise
	Biodiscovery	R&D	Prototyping	Upscaling	Business development
	Scientific expertise			Regulation / test / approval	Marketing (e.g. labeling)
			Trial production	Product development	
			Testing & QA		
			Test Market Selling	Commercialization	

From LITERATURE (business development)
From ALLIANCE (competences)

Progress update: service offering

- The areas for which costs could be collected, and compared across partners, are primarily labour costs and overhead (and other more specific activities such as the shipment of samples or renting of equipment).
- There are important differences across partners, with daily fees ranging from Eur 240/day to over Eur 1,000/day.
- Average costs across key competences are instead fairly similar, as presented in the table below.

	Average labor cost (Eur/day)
Analytical techniques / scientific research	€ 572.80
Research infrastructure / Equipment	€ 940.00
Bioresources	€ 728.00
Business development	€ 591.00
Communication	€ 629.20
Legal advice	€ 762.00

Progress update: business models considered

- The following business models are considered and analyzed:
 - Subscription fee
 - Freemium
 - Product development
 - Licensing
 - Leasing
 - Mentoring/
teaching
 - Research funding
- Each option is assessed for (i) required upfront investment, (ii) running cost, (iii) profit margin provided, (iv) risk, (v) revenue stream generated, (vi) target audience and (vii) fit with the institutional requirements of ALLIANCE partners.

Our Vision: Alliance+

- **Blue Detectives:**
Active search for cases / partners
- **Mentoring & coaching:**
Identifying needs
- **Brokerage service:**
Network database management, contract arrangements
- **Match-making events:**
pitching, workshops, conferences
- **Marketing & promotion:**
Website, brochures, attendance of external events
- **Regular newsletter** with 'requests':
placements, partner search, etc.
- **Fund Raising & Project Development:**
applications, administration,
- **Policy Briefs & Recommendations**

- Expanding the community
- A continuous network & service



Connection with larger SUBMARINER Network community

Thank you!