The Team

Sunday, 3 November 13
An affordable, user-friendly synthetic biology laboratory
Education

Citizen Science
Democratizing Innovation by Eric von Hippel

Sunday, 3 November 13
Improving Bioliteracy
Public BioBrick, UCL iGEM 2012
Increasing Access to Synthetic Biology

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Sunday, 3 November 13
A Gap In The Market

Affordability
User-Friendliness
Functionality
Convenience
Brand Strength

Bio-Rad
Open PCR
GoGo Fuge
Darwin Toolbox
A Gap In The Market

Affordability User-Friendliness Functionality Convenience Brand Strength

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Customer Feedback
⅓ asked to buy it
“I’m really excited to hear about your idea, this sounds perfect for us!”

Laura Price, UCL Academy
Customers: Schools
Customers: Schools

4830 Schools in UK
Customers: Schools

4830 Schools in UK

4.8 Million Students
Customers: Schools

4830 Schools in UK

4.8 Million Students

£10 / Student
Customers: Schools

4830 Schools in UK

4.8 Million Students

£10 / Student

£48 Million
Customers: Citizen Scientists
Customers: Citizen Scientists
Customers: Citizen Scientists

42 groups worldwide
Customers: Citizen Scientists

42 groups worldwide

3300 subscribers
Break Even

Graph showing the relationship between Darwin Toolbox units sold and total cost, overhead, and revenue.
Break Even

450 units
Timeline

Sunday, 3 November 13
Timeline

2013

November

Submit Wellcome Society Grant with Life UK

Focus Group with 1st Prototype

December

Secure Startup Investment

Sunday, 3 November 13
**Timeline**

- **November 2013**
  - Submit Wellcome Society Grant with Life UK

- **December 2013**
  - Focus Group with 1st Prototype

- **2014 January**
  - Secure Startup Investment

- **February 2014**
  - ASE Annual Conference
  - Begin 2nd model

**Sunday, 3 November 13**
Timeline

2014

January

Secure Startup Investment

February

Begin building 2nd model

ASE Annual Conference

March

Showcase at Technopop London

Plan Kickstarter

Pre-sell 15 units of 1st production model

Start manufacturing of 1st model

6KLS\textsuperscript{UVW} product

Focus Group with 1st Prototype

Begin building 2nd model

Focus Group Testing

Regulatory Approval

Safety Testing

Beginning building production model (in house)

Maker Faire Germany

Sunday, 3 November 13
Timeline

February
- Begin building 2nd model

March
- Showcase at Technopop London
- Plan Kickstarter

April
- UK Maker Faire
- Begin building product (in house)

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Sunday, 3 November 13
Timeline

March
- Showcase at Technopop London
- Kickstarter

April
- UK Maker Faire
- Begin building production model (in house)

May
- Focus Group Testing
- Safety Testing
Timeline

March
- Showcase at Techpop London

April
- UK Maker Faire
- Safety Testing
- Begin building production model (in house)

May
- Focus Group Testing

June
- Pre-sell 15 units of 1st production model
- Start manufacturing of 1st model 6KLS-VW product

July
- Focus Group with 1st Prototype

August
- Kickstarter UK Maker Faire

September
- ASE Annual Conference

October
- Secure Startup Investment

November
- Submit Wellcome Society Grant with Life UK

December
- Sunday, 3 November 13
**Timeline**

- **April**
  - UK Maker Faire

- **May**
  - Focus Group Testing
  - Safety Testing

- **June**
  - Begin building production model (in house)
Timeline

**June**
- Up Testing

**July**
- Maker Faire Germany

**August**
- Pre-selling the product
- Regulatory Approval

Sunday, 3 November 13
Timeline

July
- Maker Faire Germany

August
- Pre-sell 15 units of 1st production model
- Regulatory Approval

Sunday, 3 November 13
Timeline

Sunday, 3 November 13
Timeline

September

- Submit Wellcome Society Grant with Life UK
- Secure Startup Investment
- Showcase at Technopop London
- ASE Annual Conference
- Plan Kickstarter
- UK Maker Faire
- Focus Group Testing
- Regulatory Approval
- Safety Testing
- Begin building production model (in house)

October

- Start manufacturing of 1st model

November

- Pre-sell 15 units of 1st production model
- Ship first product

Sunday, 3 November 13
Timeline

October

Start manufacturing of 1st model

November

Ship first product
The needs of our customers

Checklist

☐ Affordable
☐ Fully Functional
☐ Accessible
☐ User-Friendly
☐ Ready to Go
☐ Visibility
The needs of our customers

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The needs of our customers

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Future Products
Future Products

Vortex

Electroporator

SynBio Breadboard

Nanodrop

Incubator

Shaker

Bioreactor

Microfluidics
Achievements
Achievements

✔ Built working prototype
Achievements

- Built working prototype
- European Maker Faire Rome
Achievements

- ✔ Built working prototype
- ✔ European Maker Faire Rome
- ✔ Partnership with CU Boulder iGEM
Achievements

☑ Built working prototype
☑ European Maker Faire Rome
☑ Partnership with CU Boulder iGEM
☑ Life UK collaboration
Achievements

☑ Built working prototype
☑ European Maker Faire Rome
☑ Partnership with CU Boulder iGEM
☑ Life UK collaboration
☑ Secured outreach grant