

4th Annual



World Bio Markets USA

Fuels | Chemicals | Products | Energy | Feedstocks

Everything But the Squeal: Maximizing Utility and Adoption of Biobased Chemicals

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29-30 October 2013,
Parc 55 Wyndham, San Francisco, USA

www.worldbiomarkets.com/usa

The Challenge

Providing environmentally sustainable solutions for..



The Solution?

Going BIO Based **GREEN**



...as a means to address major global issues

QTEROS

Biofuels from advanced microbiology

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Chemical Angel Network



Qteros' unique Q Microbe® technology platform provides a cost effective pathway to accelerate and optimize cellulosic ethanol production throughout the world.

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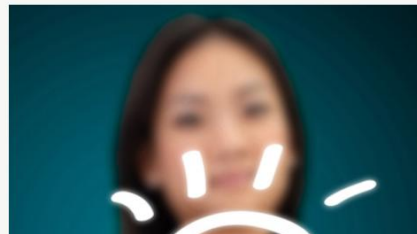
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ecos Venture Collaborators brings the power of training and investing to science and engineering innovators

we support the translation of research into commercial innovations that address the needs of people and the planet



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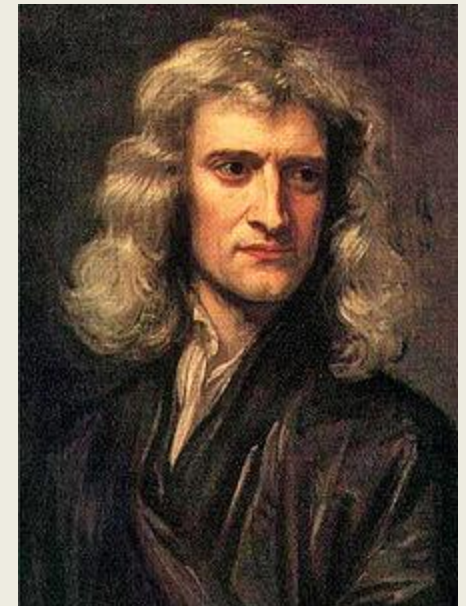
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We would do well to remember...

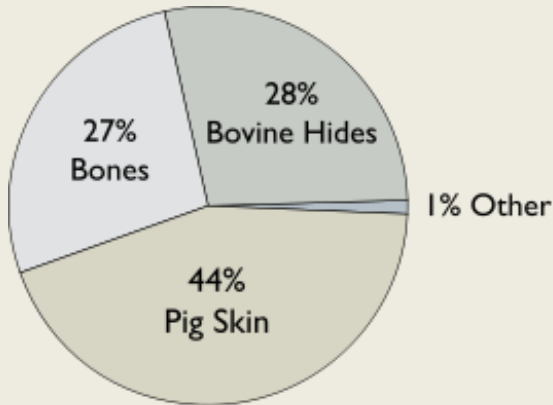


If I have seen further it is by standing on the shoulders of giants.

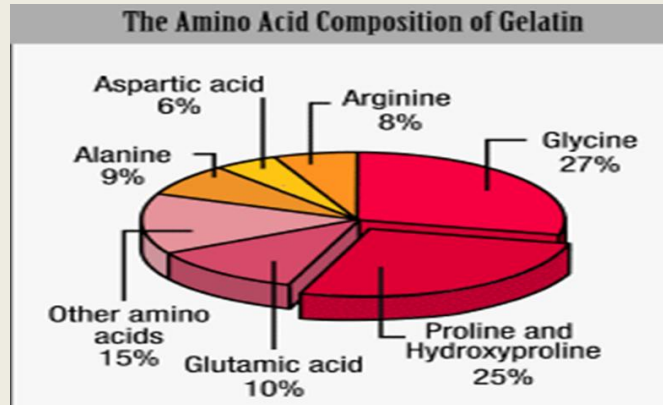
Sir Isaac Newton paraphrasing a statement attributed to Bernard of Chartres



BIO Based is *not new*...



Materials Used in Gelatin Production



http://www.cfs.purdue.edu/FN/fn453/pdf_full/gelatin_2.pdf

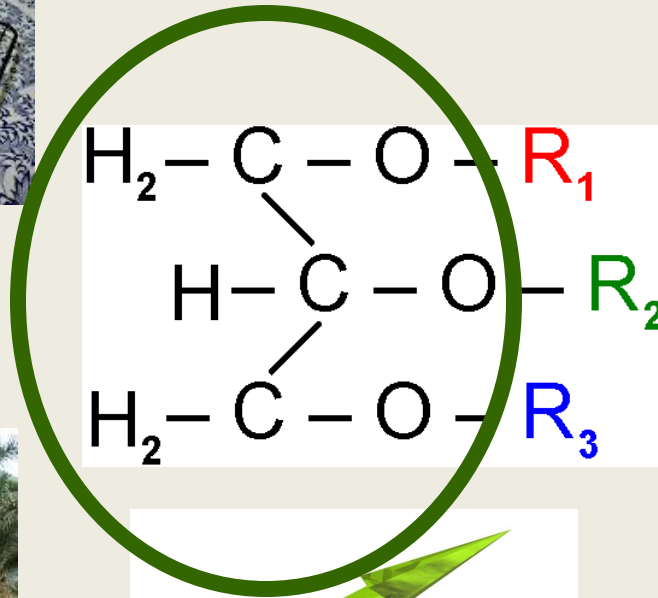


http://www.gelatin-gmia.com/images/GMIA_Gelatin_Manual_2012.pdf



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BIO Based is *not new*...



Unilever Seeks More Renewables

Industrial Biotech: Consumer products firm, U.K. university join for biobased chemicals development

By **Alex Scott**

Department: **Business** | Collection: **Green Chemistry**
Keywords: **biomaterial, renewable, U.K., collaboration**

[+]Enlarge

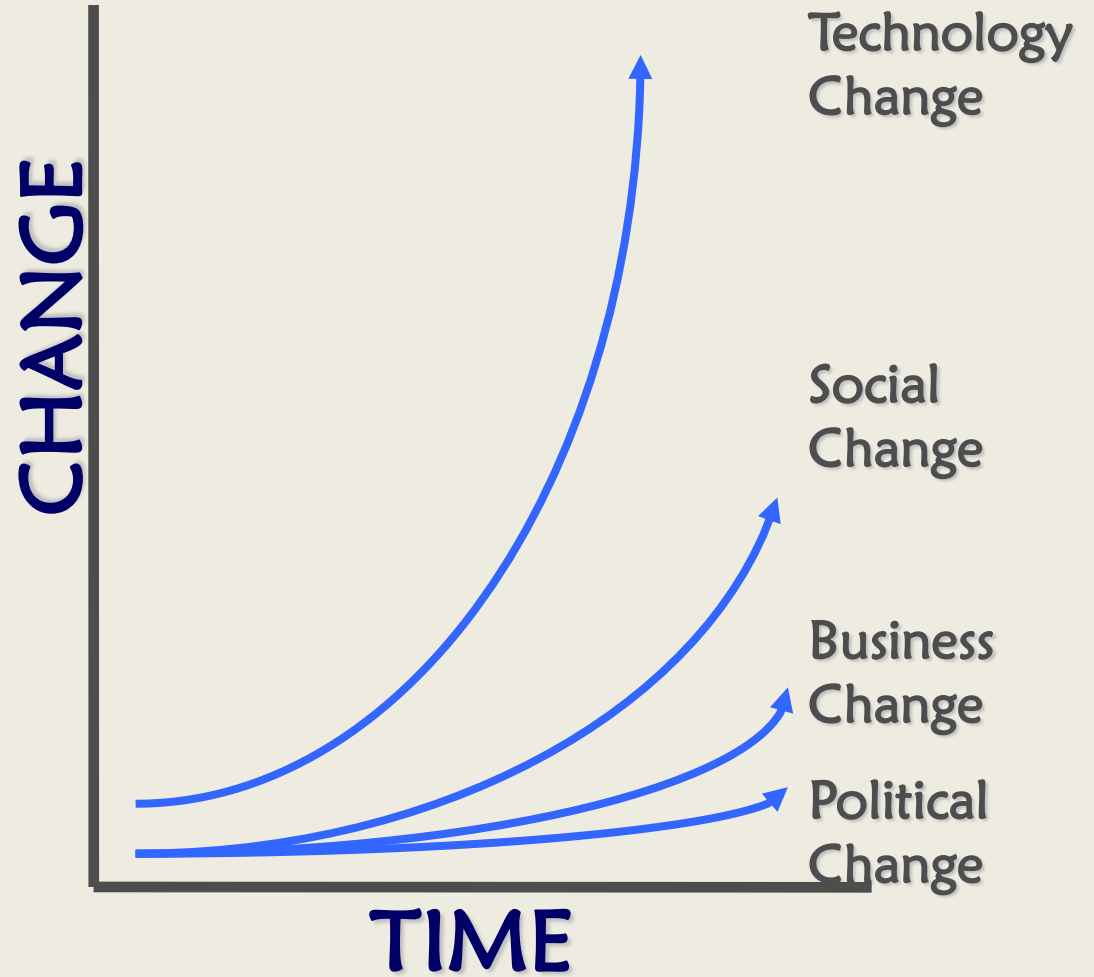
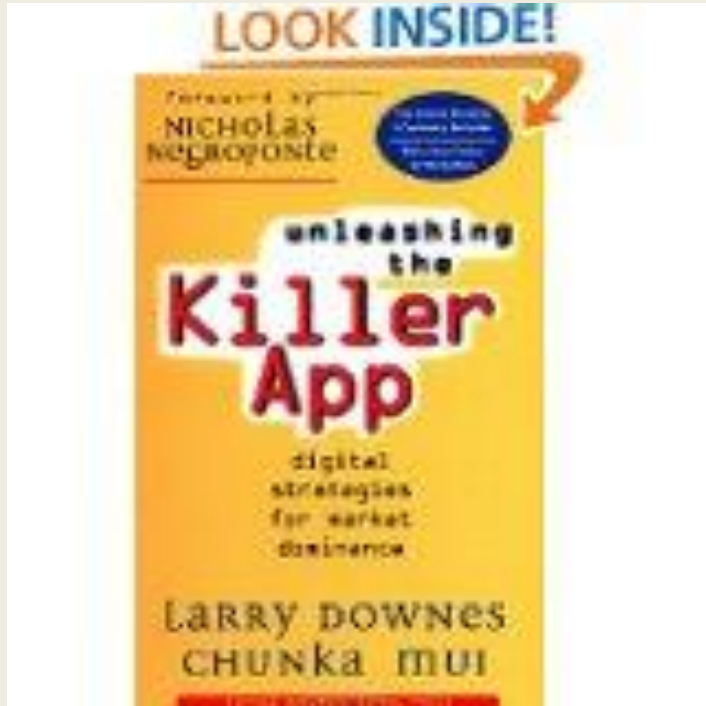


Unilever has begun a research project with Engl
Liverpool to develop renewable chemicals from b
and personal care products. The effort is the latest
products company to increase the renewable mate
without adding costs for the buying public.

Len Sauers, P&G's VP for Global Sustainability highlighted in the firms most recent environmental report: Few consumers are willing to pay a premium for greener goods. Thus the processes they are developing will have to be cost-competitive from the outset...

And that's not all.....

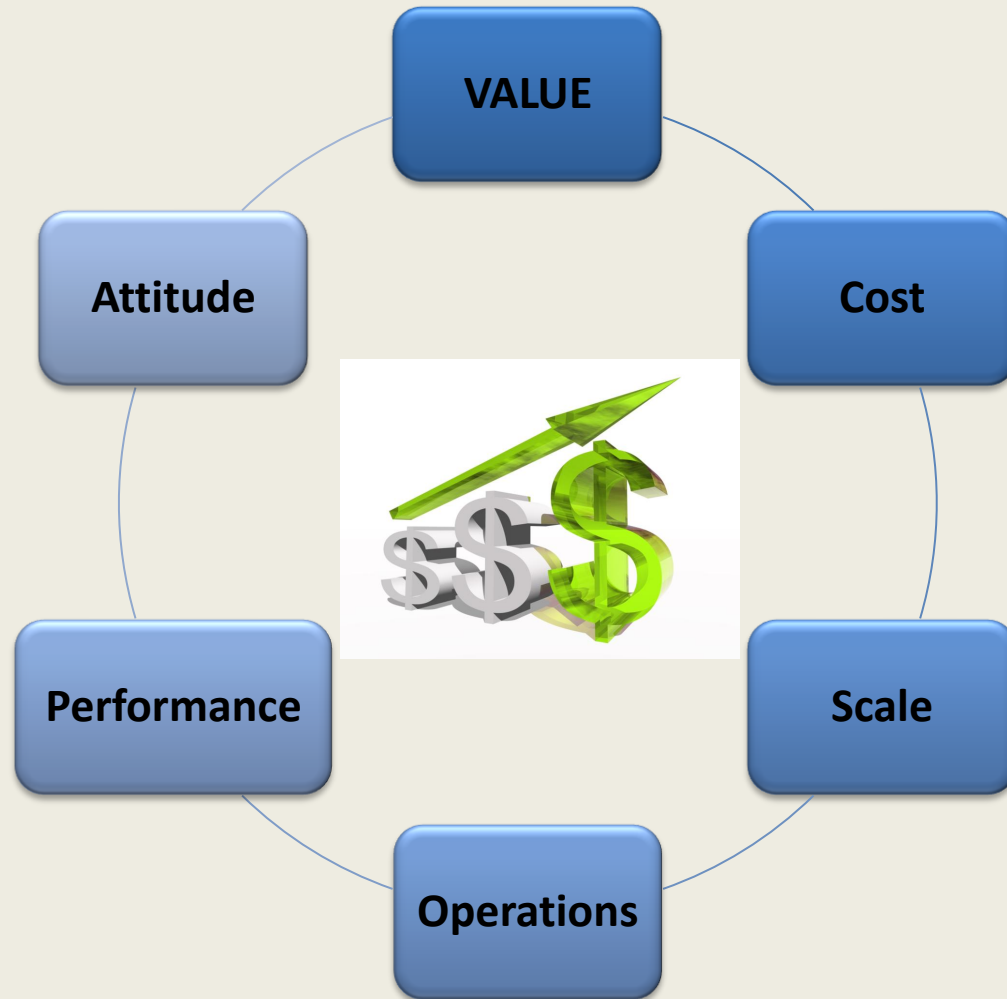
1998



“Everything BUT the Squeal”



– REAL SOLUTIONS require more than “invention”



“Everything BUT the Squeal”



VALUE

- **REAL SOLUTIONS** require more than “invention”
- KNOW the VALUE CHAIN; where you play and how you will deliver
- KNOW the price sensitivities and demand curve so you can create a compelling revenue and price model
- KNOW what volumes/tonnage are required per product and for testing and handling: lab; pilot; scale
- FIND a “niche” location where you can prove value and pay the bills
- KNOW YOU CAN'T CHARGE MORE for **GREEN**

“Everything BUT the Squeal”



Performance

- **REAL SOLUTIONS** require more than “invention”
- KNOW the performance requirements in the markets you want to address – be specific
- BEAT the performance requirements
- KNOW the competition and what they *are* and are not delivering - MARKET GAPS
- KNOW YOU CAN'T CHARGE MORE for **GREEN**

“Everything BUT the Squeal”



Cost

- **REAL SOLUTIONS** require more than “invention”
- KNOW your OPEX and CAPEX costs and know them COLD...no surprises
- KNOW your volume sensitivities
- KNOW the market demand curve and define your pricing model around it
- BUILD a robust revenue and sales model
- KNOW YOU CAN'T CHARGE MORE for **GREEN**

“Everything BUT the Squeal”



Operations

– REAL SOLUTIONS require more than “invention”

- KNOW quality requirements
- KNOW your provision specs and *reproducibility* – not all petro based are equal!
- KNOW how handling may be different! MSDS differences are REAL
- KNOW what volumes/tonnage are required per product and for testing and handling: lab; pilot; scale
- KNOW your honest timescales for delivery or REAL product in REAL volumes
- KNOW YOU CAN'T CHARGE MORE for **GREEN**

“Everything BUT the Squeal”



Scale

– **REAL SOLUTIONS** require more than “invention”

- KNOW your supply structure – seasons a problem?
- KNOW your logistics, have them in place
- KNOW your FOB costs and plans
- KNOW your volumes/tonnage requirements
- KNOW YOU CAN'T CHARGE MORE for **GREEN**

“Everything BUT the Squeal”



Attitude

- **REAL SOLUTIONS** require more than “invention”
- KNOW you ARE NOT the answer to anyone’s PRAYER
- KNOW big companies are NOT DUMB
- KNOW that big companies DO have “other options”
- KNOW that NOT respecting the value chain can cost you BIG
- KNOW your volumes/tonnage requirements
- UNDER promise...OVER deliver
- KNOW YOU CAN’T CHARGE MORE for **GREEN**

EDUCATE... TO INNOVATE

Only 1 percent of more than 200 U.S.

entrepreneurs cited high a significant toward venture, cited the Northeast Survey



TRENDS, INNOVATION, ANALYSIS

Innovation as King Is Dead. The Day of the Innovator Has Arrived

Judith Giordan 5/18/11

This post was co-authored by Joseph Steig of VentureWell--Eds.]

The United States needs new, bold science innovation to address the challenges facing people and the planet—and to create jobs and a strong economy. Yet what is glamorous in popular business culture is not science innovation, but rather bold pitches, business innovations.



Born or

reneurs are inspired by

ate desire, not education or training, according to a new survey.

By Leslie Taylor |Inc. |Oct 24, 2006

Entrepreneurs are born, but can they be taught? By Jim Hopkins, USA TODAY

AVOID losses in translation..*both* the innovator and the innovation

The skills, vocabulary and confidence for innovators to “fail fast and iterate” to **SUCCESS..**

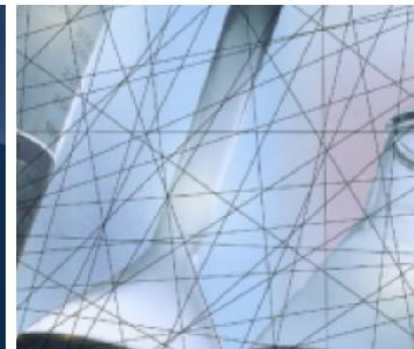


Thank you

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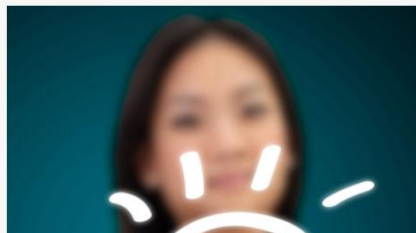
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