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| **Elevator Pitch**: There are over 250 million people who carry the genetic mutation for sickle cell disease. The only potential cure is a bone marrow transplant, leaving most suffers managing severe symptoms with a shortened life expectancy. We plan to make our unique CRISPR cure available to all at low cost. | |
| **Problem being solved**: Sickle cell disease is one of the most common genetic disorders globally. Most sufferers are from poor countries unable to even treat the symptoms. | **Our Solution**: Through the use of our unique CRISPR process, the genes responsible for sickle cell disease will be edited out of genome of sufferers, thus curing the disease and preventing future transmission. |

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| **Company Details**: The company was founded by P Shabalala, with a degree in Biomedical Engineering, with 10 years experience in the industry. The initial investment is provided through a grant scheme with the government. Co-founders include:  Mr. John Smith -CRISPS devices specialist.  Mrs Sheila Cook – Marketing Director, 10 years experience in medical sales | |
| **Strengths**: Strong technical skills and experience as well as knowledge of the industry. | **Weaknesses**: Small company with no reputation or ability to interface to large corporate/government procurement systems. |
| **Opportunities**: The opportunities exist to possibly license the technology to large pharmaceutical companies. | **Threats**: Potential for larger pharmaceutical players to dominate the market with symptom treatment solutions, preventing the solution from being adopted.  Possible intellectual property theft concerns. |

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| **Market Segment**: The market segment is focussed on the health care industry, specifically pharmaceutical companies and governments. This is a B2B business. | |
| **Sales Channels**: Sales initially will be direct through a sales team or sales reps. 30% of Gross Profit will be offered as commission. | **Go To Market Strategy**: Demo days will be organised to showcase the tech to potential clients. Trade shows will be attended. |
| **Legal Hurdles**: FDA approval has been acquired but hurdles in countries where the disease is prevalent may exist. | **Marketing Activities**: Brochures will be developed (online and print) specifically for trade shows. Industry and government magazines will be targeted to advertise in. |
| **Competitor**: Potential unknown start-up with similar CRISPR technology. | |

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| **Revenue Model**: There are two revenue streams for this business. Small scale production in the first 5 years and licensing agreements with large pharmaceutical companies. | |
| **Income for 12 months**:  Small Scale production: R6,100,000  Licensing: R6,000,000  **Investment:** R10,000,000  **Cash reserves after 12 months:**  R5,471,500 | **Expenses for 12 months**:  Cost of goods/services: R2,055,000  Operating costs: R14,573,500 |