Biomedical Diagnostics using stem cells

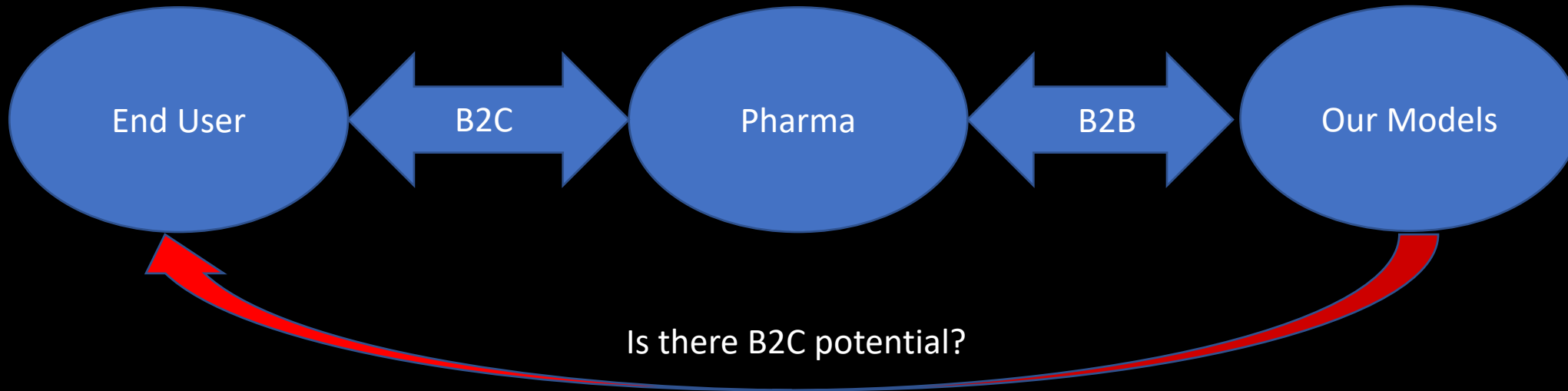George Britton, Kareem Mehrabiani, Dreycey Albin

Business Thesis

The pharmaceutical industry needs a way to more prescreen medications in a way that is faster, more accurate, and cheaper unlike the current gold standard of using animal models.

What did we Learn?

- WHO: Chemical and drug manufacturing businesses

- Learned: There's a potential market

- Ah ha #1: An example where this technology could have saved millions (tell story-case study)

Next Steps

- Step 1- Refine value proposition

- Step 2: Continuing interviews (ALWAYS)
- Step 3: Continue validating value proposition
- Step n: Revaluating Business Model