

Nano Start Up Worksheet

Name: _____

Percentage of Customers That Want Aspects of the Multi-Dot

Total number of people surveyed = 87

Which Medical Use Should We Choose?

Please record the percentages seen on screen, after they are calculated for you.

	Biopsies	Point-of-Care Diagnostics	Percentage For Biopsies	Percentage for Diagnostics
Currently using fluorescent signals	58	10	67	12
Need a more stable particle	83	82	95	94
Need more colors	72	28	83	32
Need brighter colors	81	78	93	43
Have all needed equipment already	85	25	98	29
Cost of our multi-dot is reasonable	80	79	92	91

Budget Calculations:

MultiDot Company Budget

Annual
Costs

Salaries, taxes, benefits	\$300,000
Sales and Marketing	\$56,250
Legal expenses	\$70,000
Consultants	\$0
Supplies and raw materials	\$31,000
Lab Equipment	\$50,000
Lease	\$30,000
Overhead/Miscellaneous expenses	\$64,470
Total Expenses	\$601,720
Income from a variety of sources	\$625,000
Profit	\$23,280

Use the table to the left and the lines below the chart and on the next page to calculate the budget numbers. Record these numbers on the chart as you go.

Salaries, taxes, benefits = \$25,000 per month

Yearly total = \$300,000

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Budget Calculations Continued:

Legal expenses are: 150 for patent, 50 hours miscellaneous time and attorney gets \$350 an hour.

Total = \$70,000

Supplies and raw materials: \$100 per batch, 300 batches for internal development plus 10 to give to prospective customers. Total = \$31,000

Lab equipment: Nanofactory for \$20,000, equipment to make sure we are making the right thing at \$15,000, equipment to see if the particles can actually label cells at \$15,000. Total = \$50,000

Lease: \$2,500 per month. Total = \$30,000

What was the sales and marketing amount calculated to be? \$56,250

What was the overhead amount calculated to be? \$64,470

Multi-Dot Proportions:

What were the proportions of starting materials used in the five trials?

Trial 1: 1:10:10 (one part dots, to 10 parts antibodies, to 40 parts cross linkers)

Trial 2: 1:15:15 (1:10:10 is an acceptable answer since chart is somewhat difficult to read)

Trial 3: 1:15:65

Trial 4: 1:30:90

Trial 5: 1:100:45

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