



BioCellection

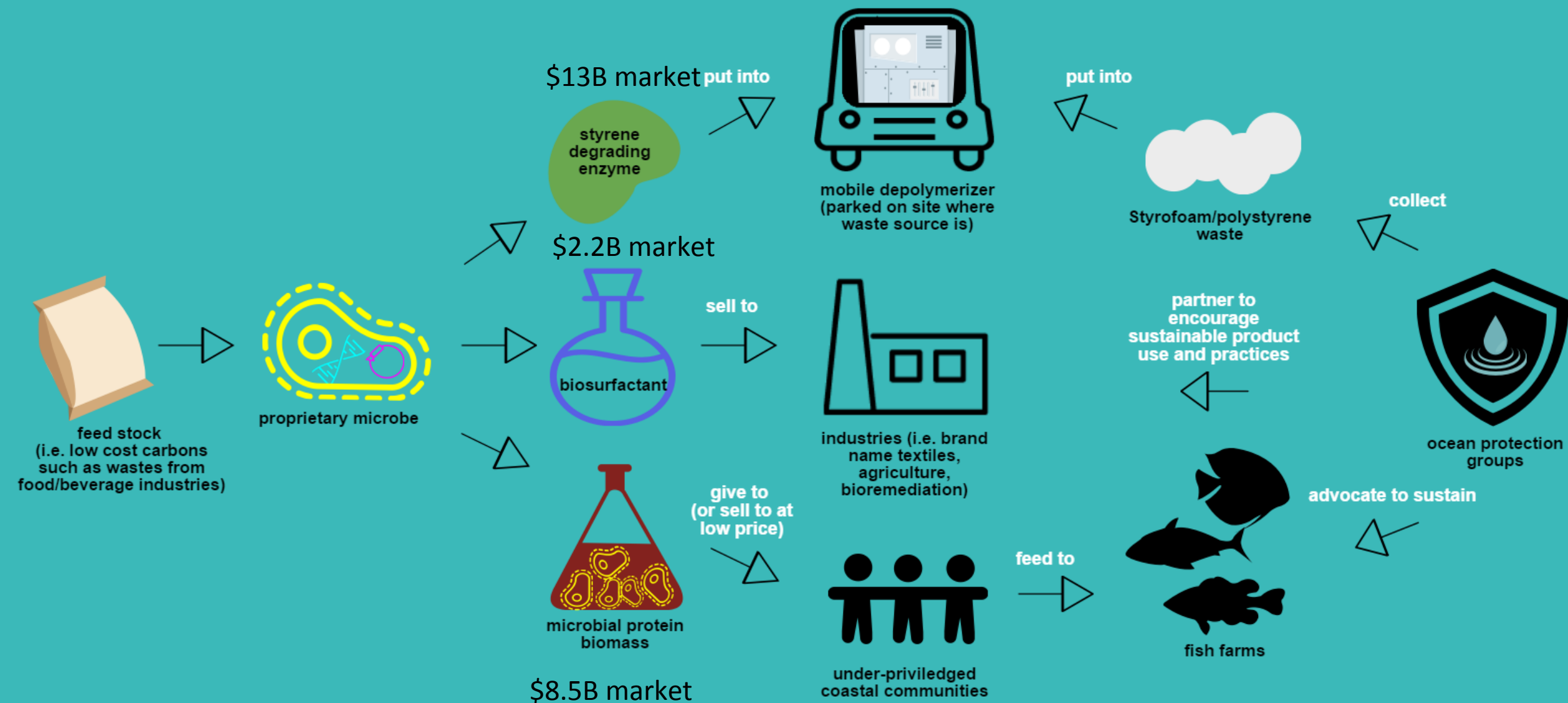
Sustaining by rethinking.

Elevator pitch: <https://www.youtube.com/watch?v=mPI8ELMfvt4>



Ocean plastic pollution results in \$13B of economic loss per year, death of millions of marine animals, and the contamination of seafood for humans. At this rate, [the oceans will die by 2048](#).

Value Creation Network



Team

New Recruits



Miranda Wang

Co-founder & CEO
Cell & Molecular biology,
Eng. Entrepreneurship
Upenn

TED2013 Speaker



Daniel Chapman, PhD

Product Engineer
Immunology, Biochemistry
UToronto



Steven Cheng

CMO
Economics
NYU



Jeanny Yao

Co-founder & CTO
Biochemistry,
Environmental Science
UToronto

TED2013 Speaker



Alex Simafranca

R&D Scientist
Chemistry, MSE
UPenn



Eric Friedman

R&D Scientist
Biology
UPenn

BioCollection Timeline

R&D

- styrene genes cloning
- enzyme functionality tests
- depolymerizer proof-of-concept
- rhamnolipid genes design
- rhamnolipid genes cloning
- depolymerization system design
- polystyrene enzyme product launch
- non-provisional patent
- depolymerization system engineering
- rhamnolipid chemical separation
- lab scale production

Operations

- visit bio-incubator and sign contract
- set up lab in bio-incubator
- source engineering space
- recruit team, including CFO & COO
- field study at the Pacific Gyre
- merge process & biology engineering

Business Development

- incorporate in China
- raise series A financing
- confirm three more waste suppliers
- validate pricing strategy on 3 produc...
- campaign marketing plan
- close contracts with Chinese custom...
- media and public relations
- execute awareness campaign
- offer product trials to early customers
- outsource scale-up facility
- market entry

