



BIOMATRICA

*FURTHERING RESEARCH PROCESSES
THROUGH BIO-INSPIRED FLUIDS*

Biomatrica

Biomatrica is a biotechnology company based in San Diego, CA that develops and sells products for preserving and stabilizing biological samples. Once stabilized the sensitive samples can be shipped or stored for later use. The inspiration for the product was found in tardigrades and brine shrimp through their natural process of anhydrobiosis, which essentially involves the drying of the organism while preserving its cellular structure. During this time of preservation, the sample is completely protected in a thermo stable barrier that only reactivates when the sample is rehydrated.

Advantages over Existing Products

Biomatrica has significantly lower production costs than its competition because of its much simpler and smaller product. Large quantities of expensive materials are not needed to produce a single end product, as is common in refrigeration units.

Biomatrica has released several new products that are designed to preserve different types of DNA, RNA, and bacteria for different lengths of time. With continued expansion of the product line-up for different applications, Biomatrica's sales increased significantly. Biomatrica has expanded its market into India and has launched additional products. One of Biomatrica's keys to continued success has been the constant innovation and expansion of the original technology to include more and more applications. This expansion has been driven by understanding the underlying client need on a case by case basis and marketing to that demand. This marketing approach has allowed Biomatrica to enter the commercialized market.

Biomatrica now operates in a wide range of market segments including diagnostics, traditional research, forensics, and biobank storage. Biomatrica has a diverse client base, which includes government contracts that have provided some considerable continuity. This has helped attract investors and fuel growth for the company, which will be important as government support going forward may be more erratic.

Market Potential

The target market for Biomatrica has been academic research laboratories, forensics, military, pharmaceuticals and diagnostic labs. One of the benefits and strong selling points that the Biomatrica system has is how much it can lower the carbon footprint of an organization. Large universities that have sustainability initiatives can benefit greatly from implementing a Biomatrica system in their biology research labs. This can help the university as a whole meet its goals and can lower its energy bill significantly. One of the highest recurring costs of any research lab is the electricity used for the refrigeration units. Biomatrica hopes to have a sizable market share within the next ten years, as energy savings takes higher priority in research organizations of all sizes.

Constraints

The major constraint for Biomatrica is the resistance that the current market has to change. Educating potential customers about the benefits of migrating away from cold storage systems has been a challenge from the beginning and continues to be a challenge today. Some institutions simply do not have the funds or resources to make the switch from traditional cold storage systems to the Biomatrica system. However, as the company grows many of these hurdles will be overcome by different financing options

Based on Interview with: Judy Muller-Cohn, Founder and CEO
<http://www.biomatrica.com/>

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