

**Beta-Rubicon Contract Profile:  
Research Foundation - Technology-Centered Opportunity Analysis**

Beta-Rubicon worked with a biomedical research foundation and associated university associated medical school and research center to examine issues of commercialization of products of their research. A recent project focused on the production of human proteins using a patented hybrid vector approach for overproduction from human and/or other mammalian cell lines. The following list of tasks indicates the scope of work undertake for this client by Beta-Rubicon:

- Review and preliminary analysis of all documentation provided by the client including a review of IP (primarily issued patent) position.
- Preliminary verification of the representations and claims made for the technology.
- Survey of the state of the art in hybrid vector promoted protein production technology and a survey of related and competitive technologies.
- Analysis of the technology and development plans, schedules, budget, and management capabilities to respond to identified opportunities including the depth of Client's in-house expertise.
- Preliminary estimation of commercialization costs assuming the research foundation hosting and business facilitation.
- Additional market size estimation for primary expression proteins, including but limited to research and clinical pharmacology.
- Detailed consideration both risks and of the likelihood of achieving technical and commercial success.

Developing recommendations for business strategies, including issues of R&D management, timing of product(s) introduction, and business maturation.