

CHALLENGE BRIEF - CELLBRICKS

<https://cellbricks.com/>



Challenge description:

- This challenge is for students who are interested in exploring the most cutting-edge possibilities in biotechnology that have the capacity to both to positively impact millions of lives and support a sustainable business model.
- The task is to **explore what problems Cellbricks should be solving, and what technologies the team should be developing 5-10 years from now.**
- A successful team working on this project will have a **compelling thesis about which technologies currently in development will be at the forefront of biotechnology in 5-10 years and would also be a good fit for Cellbricks.**

Assumptions:

To make this analysis truly useful, the team will receive guidance from Cellbricks about:

- Cellbricks' capacity, team, and vision.
- Where to source ideas (e.g. TED).
- How to evaluate technologies within the Gartner Hype Cycle analysis framework.

Deliverables:

- List of candidate technology application areas / core technologies.
- Chose best fitting technology and application area (including rationale for social impact, market size, and current and anticipated stage in the Hype Cycle).

Recommended methodology:

- Look far and wide for the most cutting-edge technologies in biotech, with the capacity to impact millions of peoples' lives in a positive way.
- Summarize these ideas in terms of potential impact, market size, and current location on the hype cycle.
- Choose the most compelling idea in terms of impact, market size, fit with Cellbricks, and timing.
- Meetings as needed / as feasible on both sides.

Relevant material:

E.g.

- Gartner Hype Cycle introduction
<https://www.gartner.com/en/research/methodologies/gartner-hype-cycle>
- Example data for a possible application (lab grown meat)
 - Background info: https://en.wikipedia.org/wiki/Cultured_meat
 - Market Size <https://www.marketdataforecast.com/market-reports/cultured-meat-market>

About the business:

Cellbricks developed a new Bioprinting technology which allows creating complex three-dimensional structures made of biopolymers. The company is specialized in Bioprinting services and products, creating customized as well as off the shelf products. Cellbricks produces organ-models, living 3D cell cultures and scaffolds. It empowers researchers to investigate functional human tissues for fundamental biological research or advanced regenerative therapies.