

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 | | |
| Need a more stable particle | 83 | 82 | | |
| Need more colors | 72 | 28 | | |
| Need brighter colors | 81 | 78 | | |
| Have all needed equipment already | 85 | 25 | | |
| Cost of our multi-dot is reasonable | 80 | 79 | | |

Budget Calculations:

MultiDot Company Budget

Annual
Costs

| | |
|----------------------------------|----|
| Salaries, taxes, benefits | \$ |
| Sales and Marketing | \$ |
| Legal expenses | \$ |
| Consultants | \$ |
| Supplies and raw materials | \$ |
| Lab Equipment | \$ |
| Lease | \$ |
| Overhead/Miscellaneous expenses | \$ |
| Total Expenses | \$ |
| | |
| Income from a variety of sources | \$ |
| Profit | \$ |

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 = _____

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Budget Calculations Continued:

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

Total = _____

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

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 = _____

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

What was the sales and marketing amount calculated to be? _____

What was the overhead amount calculated to be? _____

Multi-Dot Proportions:

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

Trial 1: 1:2:10 (one part dots, to 2 parts antibodies, to 10 parts cross linkers)

Trial 2: _____

Trial 3: _____

Trial 4: _____

Trial 5: _____

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