



Celector[®] **the invention of cytomatography**

Winner

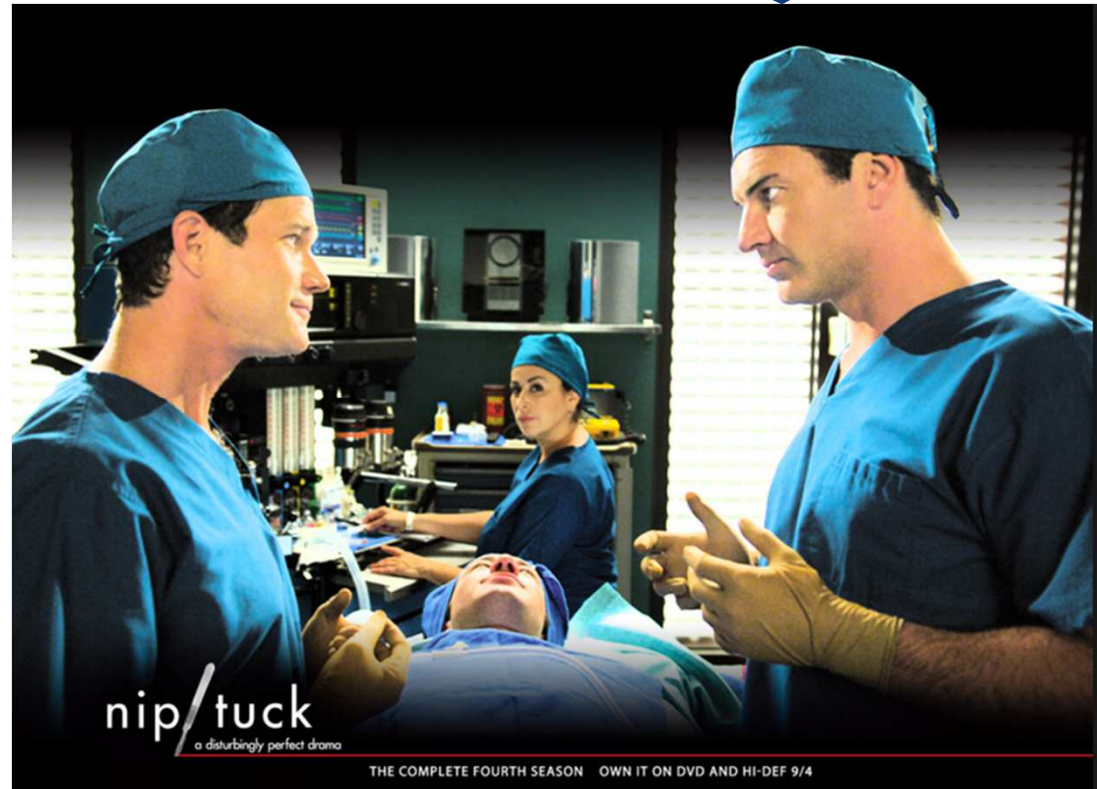
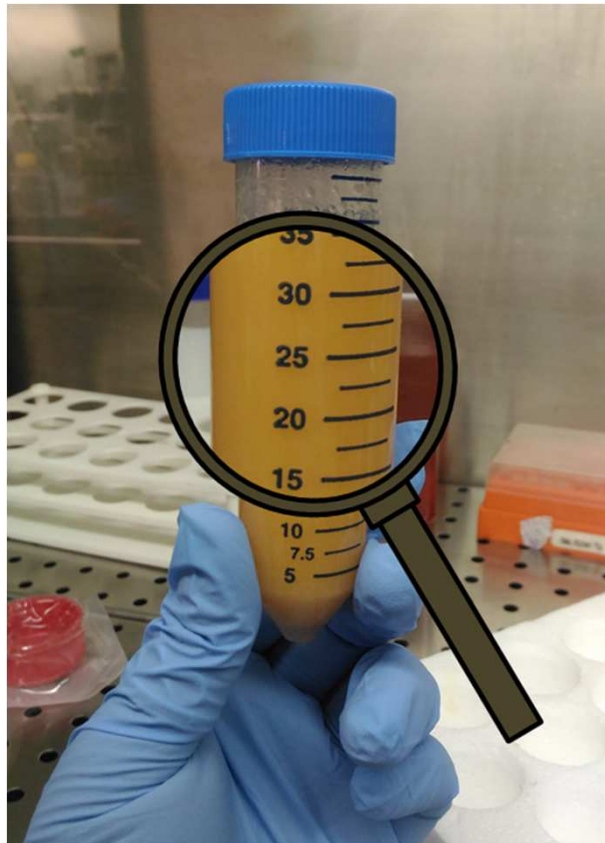
StartCup
SPINNER2013 Emilia-Romagna
edizione 2012



What's cytomatography?

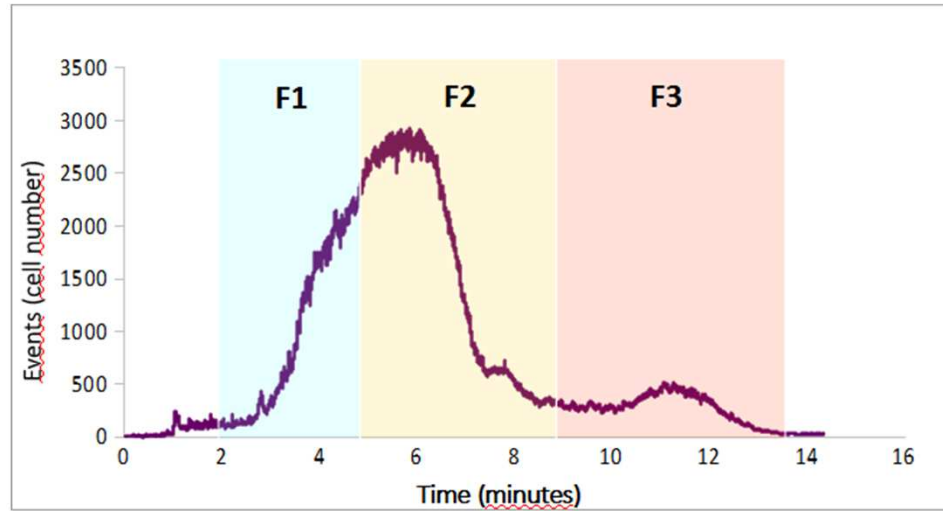
Stem cells QC & production for Reg Med & Cell Therapy

Is it best sample we could ever feed this guy?





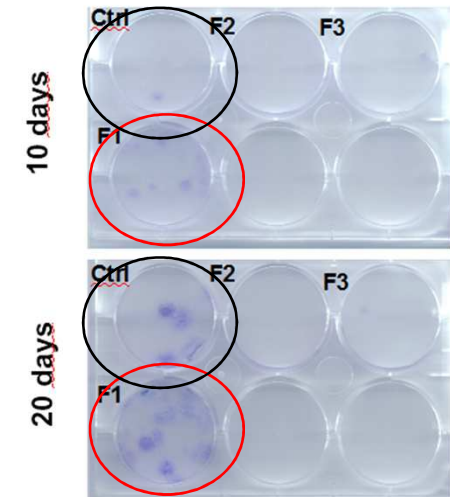
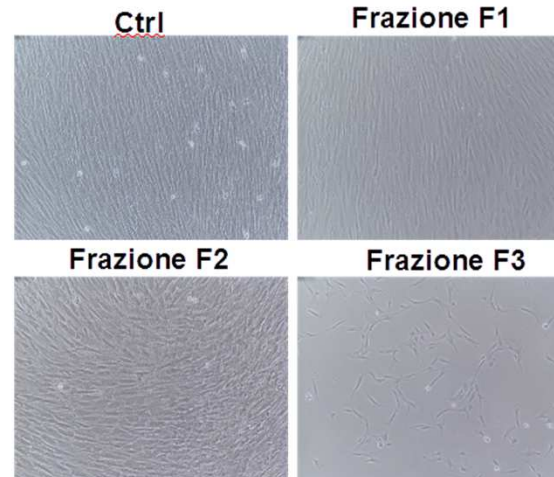
What Celector[®] does



MORPHOLOGY

Ctrl: unfractionated, concentrated BM

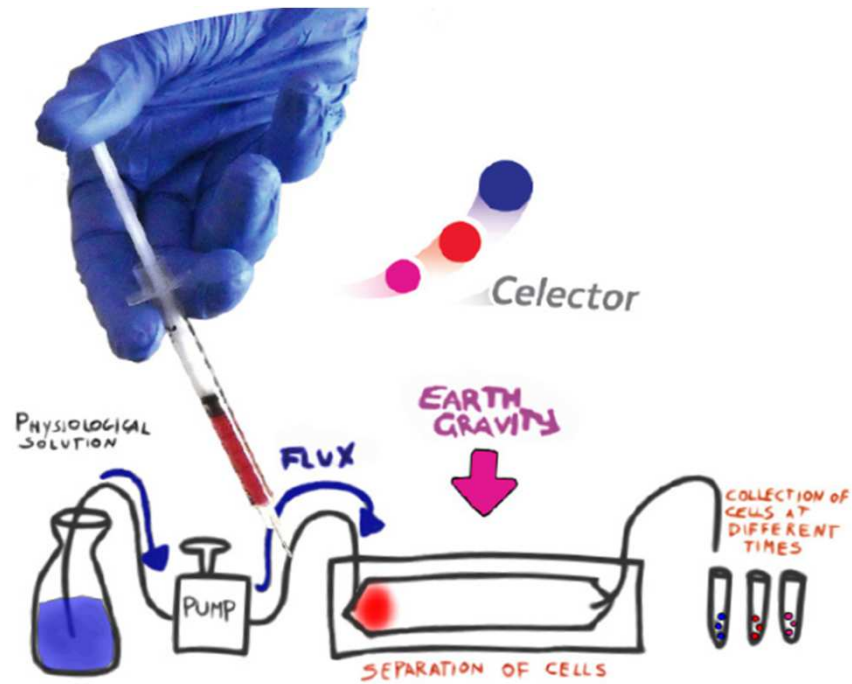
CFU ASSAY



**in cooperation with RAMSES Lab,
Istituto Ortopedico Rizzoli, Bologna*

Celector[®]

Tag-less, non-invasive «collection»



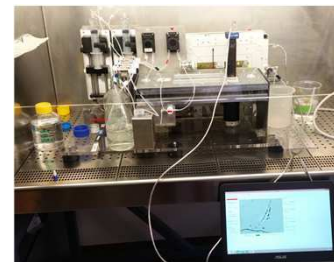
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R&D



Stem Sel
Your best collection



Prototyping

Eng. & Ind.



Inventors and Developers



Prof. Pierluigi Reschiglian
CEO



Prof. Barbara Roda



Prof. Andrea Zattoni



Marco Vaglivello
Mechanical Engineer
Product Manager



Fabio Gnudi
Electronic Engineer
SW&HW Developer



Silvia Zia
Biomedical Scientist
Product Developer



Ilaria Vigliotta
Biotechnologist
Product Specialist



Martina Rossi
Biotechnologist
Applications Developer



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From invention to business

What spinoffs do

We cannot sell technologies, we must sell products!

Spinoffs fill the gap between research/prototype and industrialization/production phases.

Spinoffs typically have two missions

- a. Know-how and technology transfer to third parties*
- b. Technology implementation in its own products (startup enterprise)*



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From creative research to invention

The paradigm inversion

1. Paradigm of the academic researcher is “top-down”

- a. *My research is brilliant!*
- b. *My research is of interest for applications!*
- c. *I check for chosen contacts and, then, I propose my research to them!*
- d. *They just can be more than interested in collaborating with me and become my “clients”!*

2. Paradigm of the academic entrepreneur is “bottom-up” and “?-like”

- a. *Who and how many are my potential clients?*
- b. *What are their needs that are still unmet by potential competitors?*
- c. *May one of my researches give an answer to their unmet needs?*



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From creative research to invention/2

A matter of “action”

1. Reference verb of the academic researcher “to speak”

- a. *I go to most of the congresses where I speak in front of my potential clients!*
- b. *I am an excellent researcher in my research sector. They must listen to me!*
- c. *If they are smart like me they will surely realize they need me!*
- d. ***I have given many business cards. I will surely find a client!***

2. Reference verb of the academic entrepreneur is “to listen”

- a. ***How many business cards have the audience given to me?***
- b. *What market researches should I do to better know my target market and potential clients?*
- c. *What unmet needs of potential clients could I intercept/give a solution to ?*
- d. *Why should they ask me rather than my potential competitors?*
- e. *What worse solutions do competitors offer compared to what I could offer?*
- f. *What I want to propose is already on the market?*
- g. *Haven't I spoken too much and possibly infringe IP?*



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Business from academic research *ALMAEClub*



ALMAECLUB: SCOPRI COS'È!

Il club sull'Imprenditorialità dell'Università di Bologna