



Press Release

m2p-labs wins Competition „Bioeconomy's Next Business Model”

Hannover, 9th October 2013 – m2p-labs wins the competition „Bioeconomy's Next Business Model” at the BIOTECHNICA fair. For the first time BIOTECHNICA ran the competition "Bioeconomy's Next Business Model" as part of the Marketplace Industrial Biotechnology to determine the most promising upcoming business model for the bioeconomy. In total 12 young European industrial biotech companies used the opportunity to present their business concepts to a jury of experts (Mr. Dr. Hans-Christian Schaefer from Deutsche Bundesstiftung Umwelt, Mr. Prof. Dr. Christian Patermann, former Director Biotechnology, DG Research, European Commission and Ms. Dr. Viola Bronsema from BIO Deutschland e.V.) in brief elevator pitches. In this competition m2p-labs convinced the jury with its business model in the second round of pitches on 9th October 2013 and won the competition against 5 other European Biotech companies. Dr. Frank Kensy, Managing Director of m2p-labs, received the prize from the jury at the BIOTECHNICA fair.

The jury recognizes a huge potential of the microbioreactor technology from m2p-labs for the rising bioeconomy. Parallel microbioreactors can be used for a more efficient and economical development of new bioprocesses in several fields of bioeconomy. The BioLector[®]-technology from m2p-labs can reduce time-to-market and development efforts dramatically and more bioprocesses can be studied in parallel. m2p-labs enables biotech researchers to gain more insights in their fermentations easier and earlier in the development process by using online measurements, automation and intelligent software tools. A huge number of scientist, chemical, pharmaceutical and biotech companies around the world trust already in the platform technology from m2p-labs.

Industrial Biotechnology gathering Momentum

At the BIOTECHNICA marketplace for "Industrial Biotechnology" it soon becomes clear how important biotechnology already is for many different branches of industry. Cosmetics and cleaning products are just two areas where biological systems are used to manufacture a whole range of different products in sustainable ways. At the same time biotechnology is developing new sources of raw materials. Industrial biotechnology - also known as "white" biotechnology - is fast gathering momentum. In Germany there are more than 60 companies working almost exclusively in industrial biotechnology. Big firms such as BASF, Evonik, Bayer and Henkel have been employing a combination of biotechnological and chemical processes for some time now, reflecting a growing trend towards the "biologization" of industry.

For more information: <http://www.biotechnica.de/en/industrialbiotech>

About m2p-labs GmbH

m2p-labs is a worldwide leading supplier of microbioreactors. Based in Baesweiler near Aachen (Germany), the company was founded in November 2005. The company focuses on microreaction and automated solutions for screening and bioprocess development. Commercialized products are the BioLector® and the FlowerPlate® which provide an intelligent micro fermentation platform. This technology empowers the biotechnology, chemical and pharmaceutical industry to increase their number and information of microbial and cell culture experiments. It enables our customers to conduct experiments with greater efficiency, better quality and lower cost than in any other cultivation platform. More knowledge from small scale leads to more rational and reliable decisions in the development of bioprocesses. The company continues to develop its technology towards controlled microbioreactors and further automation of the whole bioprocess.

www.m2p-labs.com

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