

# INTELLIGENT BIOSYNTHETICS

By: Zi Di Chen

“Technological Biosynthetic Line”



# PRODUCE PROBLEM

**Most Significant  
Surplus Discarding**

**Figure 1**



A field of onions in Idaho waiting to be buried  
(Haeberle, 2020)

**Figure 3**



A batch eggs ready to be discarded (Reuters, 2020)

**Figure 2**



Fresh milk gushes down a drain on a farm in Wisconsin  
(Reuters, 2020)

**Figure 4**



A pint of beer is poured into a glass in a bar in London (Reuters, 2020)



# REMOTE WORK CHALLENGES

Figure 5

## Industries with most Remote Workers

- Medical and Health
- Computer & IT
- Software & Technology
- Accounting & Finance  
(Connley, 2020)

- Time Management  
(Distractions)
- Healthy Work-Life Balance
- Lack of a Strict Schedule  
(Ashford, n.d.) (Lusinski, 2019)



Remote worker burned out (Ribeiro, n.d.)

# SOLUTIONS TO CHALLENGES

Figure 9



The lightbulb moment (Leong, 2012)

Figure 6



Full HD image sensor receiver (Texas Instrument, 2018)

Figure 8



Alarms Unit logo (Doral Police Department, n.d.)

Figure 7



RENPHO Shiatsu Neck & Back Seat Massager (Renpho, n.d.)

- Reduce Stress
- Increase Productivity
- Maintain Work-Life Balance

# FIRST LINE

- Milk biosynthetic for Undergarments
- Beer biosynthetic for Loungewear
- Onions and Eggs??? It depends...

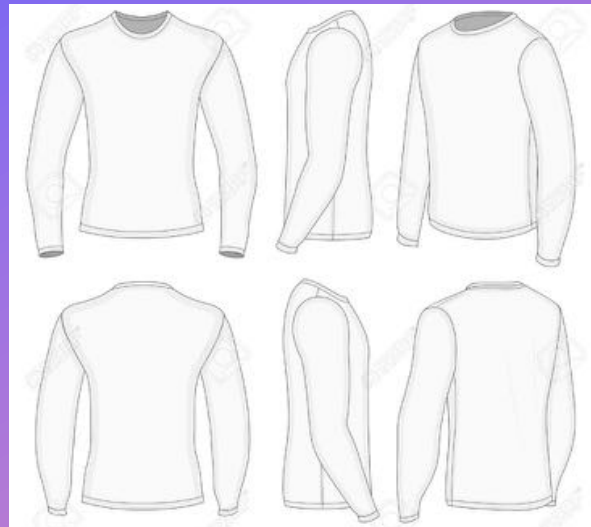
## Loungewear

Figure 12



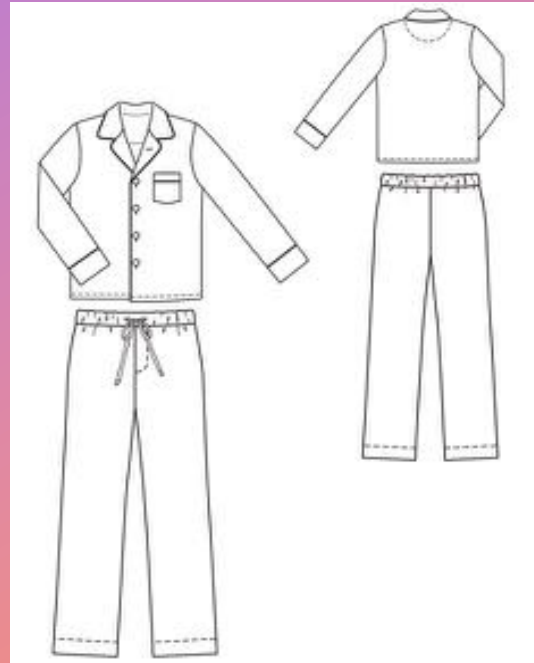
Slim-fit sweatshirt (DreamsTime, n.d.)

Figure 10



Skin-tight long sleeve t-shirt (123RF, n.d.)

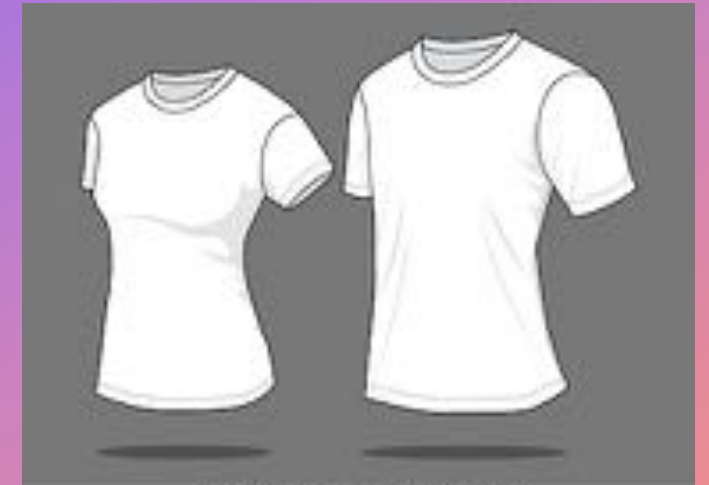
Figure 13



Slim-fit pajama set (BurdaStyle, 2020)

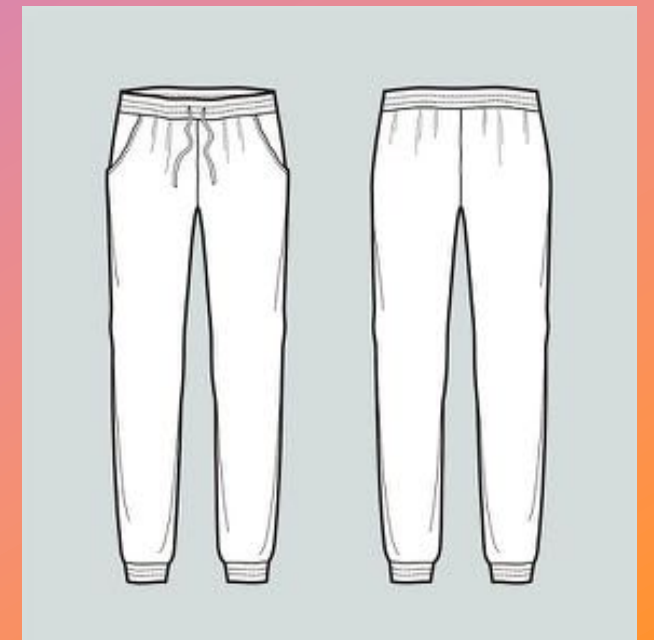
## Undergarments

Figure 11



Skin-tight short sleeve t-shirt (Shutterstock, n.d.)

Figure 14



Slim-fit lounge pants (OlyaVectorDesign, n.d.)

# S.W.O.T ANALYSIS

<b>Strengths</b> <ul style="list-style-type: none"><li>• Low Cost of Goods Sold</li><li>• Early Entry in a New Market</li></ul>	<b>Weaknesses</b> <ul style="list-style-type: none"><li>• Expensive R&amp;D</li></ul>
<b>Opportunities</b> <ul style="list-style-type: none"><li>• Category Expansion</li><li>• Variety of Technology</li><li>• Collaborations</li></ul>	<b>Threats</b> <ul style="list-style-type: none"><li>• Biosynthetic Companies Integrating Smart Technology</li></ul>

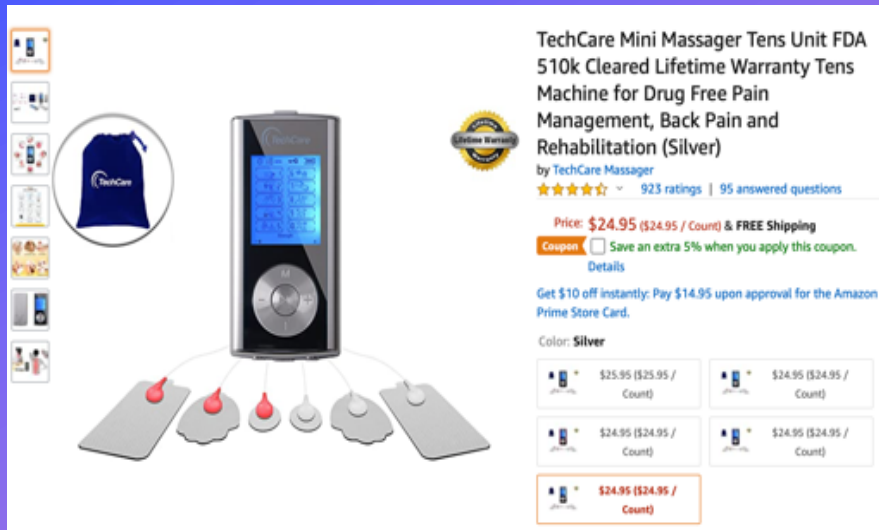
# COSTS

Type of Garment	Cost of Goods Sold (COGS)	Market Suggested Retail Price (MSRP)
Undergarments (Long & Short Sleeve T-shirts)	\$30.00 to \$40.00	\$60.00 to \$80.00
Pajamas Sets	\$160.00 to \$180.00	\$200.00 to \$250.00
Sweatshirts	\$60.00 to \$80.00	\$100.00 to \$150.00
Lounge Pants	\$40.00 to \$60.00	\$100.00 to \$130.00



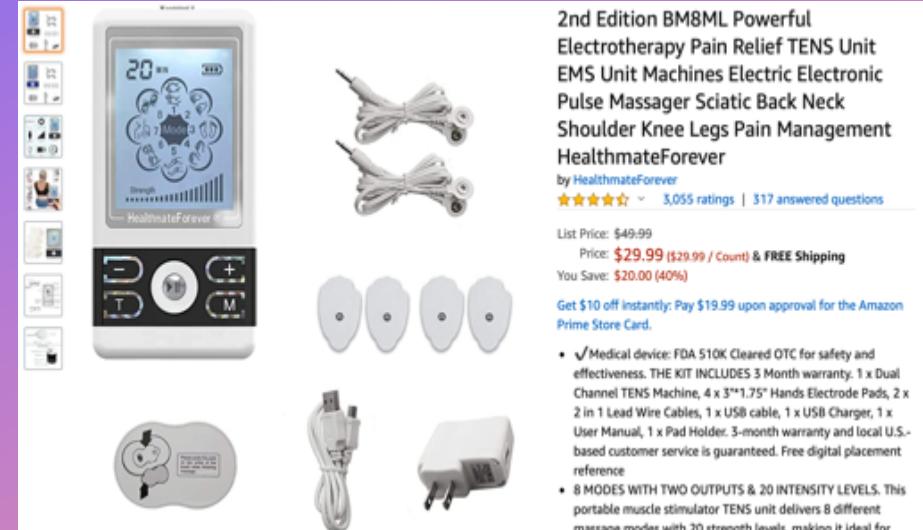
# TECHNOLOGICAL INTEGRATION

Figure 15



TechCare Mini Massager (TechCare Massager, n.d.)

Figure 16



2nd Edition BM8ML Powerful Electrotherapy (HealthmateForever, n.d.)

Figure 17



Pebble's World's Smallest True Wireless Speaker (Mobile Scout, 2016)

Figure 18



XP-E2 L.E.D. (Cree, 2013)

Figure 19



Sensirion SHT20 Sensor (Sensirion, n.d.)



# TARGET MARKET

Figure 20



Remote workers (Zoho, 2018)

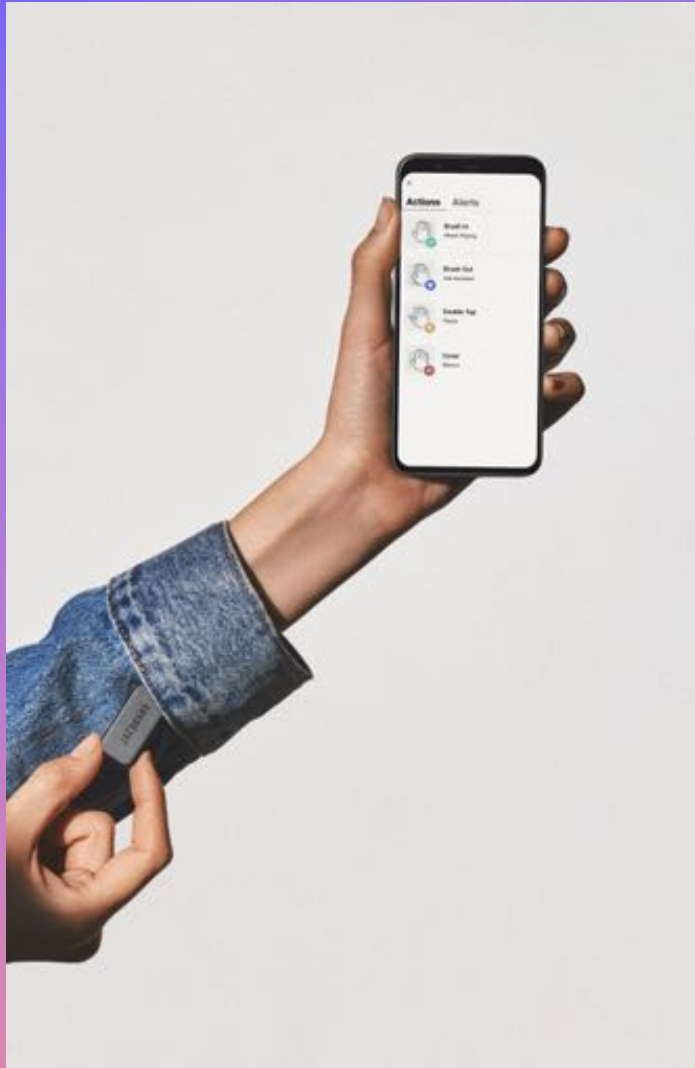
- Professionals, Age 30-45 years old
- Annual income \$80,000 to \$120,000
- Middle and Upper Middle-Class Household

# SCALABILITY

If Intelligent Biosynthetics goes VIRAL:

- Lower COGS
- Collaborate with Google & Apple

Figure 21



Jacquard tag in Levi's trucker jacket sleeve (Google, n.d.)

Figure 22



Apple logo, (Apple, n.d.)

# FAIR TRADE PRINCIPLES

“Fair trade products are produced through initiatives that involve the well-being of life and protecting the environment” (Fair Trade Campaigns, n.d.)

Intelligent Biosynthetics is Not Fair Trade Certified™ FOR NOW

Current Fair Trade Compliances:

- Safe Working Conditions
- Sustainable Practices

Figure 23



FairTrade Certified™ (FairTrade, n.d.)



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*Figure 1.* A field of onions in Idaho waiting to be buried. Reprinted from 'Haeberle'. (2020). Retrieved from <https://www.nytimes.com/2020/04/11/business/coronavirus-destroying-food.html>

*Figure 2.* Fresh milk gushes down a drain on a farm in Wisconsin. Reprinted from 'Reuters'. (2020). Retrieved from <https://www.businessinsider.com/milk-produce-beer-whats-being-dumped-coronavirus-pandemic-2020-4#berries-2>

*Figure 3.* A batch eggs ready to be discarded. Reprinted from 'Reuters'. (2020). Retrieved from <https://www.businessinsider.com/milk-produce-beer-whats-being-dumped-coronavirus-pandemic-2020-4#berries-2>

*Figure 4.* A pint of beer is poured into a glass in a bar in London Reprinted from 'Reuters'. (2020). Retrieved from <https://www.businessinsider.com/milk-produce-beer-whats-being-dumped-coronavirus-pandemic-2020-4#berries-2>

*Figure 5.* Remote worker burned out. Reprinted from 'Ribeiro'. (n.d.). Retrieved from <https://blog.flock.com/mental-health-working-from-home>

*Figure 6.* Full HD image sensor receiver. Reprinted from 'Texas Instrument'. (2018). Retrieved from <https://www.asmag.com/showpost/14679.aspx>

*Figure 7.* RENPHO Shiatsu Neck & Back Seat Massager. Reprinted from 'Renpho'. (n.d.). Retrieved from <https://renpho.com/products/renpho-shiatsu-neck-back-seat-massager>

*Figure 8.* Alarms Unit logo. Reprinted from 'Doral Police Department'. (n.d.). Retrieved from <https://www.cityofdoral.com/police/divisions/support-services-division/burglar-alarm-unit/>

*Figure 9.* The lightbulb moment. Reprinted from 'Leong'. (2012). Retrieved from <https://www.wealthmastery.sg/five-simple-steps-for-getting-your-business-up-and-running/>

*Figure 10.* Skin-Tight Long Sleeve. Reprinted from 'Painting Valley'. (n.d.). Retrieved from <https://paintingvalley.com/t-shirt-sketch-template#t-shirt-sketch-template-14.jpg>

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*Figure 12.* Slim-Fit Sweatshirt. Reprinted from 'Dreamstime'. (n.d.). Retrieved from <https://www.dreamstime.com/realistic-detailed-d-empty-men-slim-fitting-long-sleeve-set-vector-blank-template-illustration-image163717994>

*Figure 13.* Slim-Fit Pajama Set. Reprinted from 'BurdaStyle'. (2020) Retrieved from <https://in.pinterest.com/pin/533465518361119823/>

*Figure 14.* Slim-Fit Lounge Pants. Reprinted from 'OlyaVectorDesign'. (n.d.). Retrieved from <https://www.pinterest.com/pin/544231936216535264/>

*Figure 15.* TechCare Mini Massager. Reprinted from 'Amazon'. (TechCare Massager). (n.d.). Retrieved from [https://www.amazon.com/TechCare-masajeador-unidades-tratamiento-rehabilitaci3n/dp/B01JAVH23M/ref=sr\\_1\\_3?dchild=1&keywords=techcare+mini+massager+510k&qid=1588385429&sr=8-3](https://www.amazon.com/TechCare-masajeador-unidades-tratamiento-rehabilitaci3n/dp/B01JAVH23M/ref=sr_1_3?dchild=1&keywords=techcare+mini+massager+510k&qid=1588385429&sr=8-3)

*Figure 16.* 2nd Edition BM8ML Powerful Electrotherapy Pain Relief. Reprinted from 'HealthmateForever'. (n.d.). Retrieved from [https://www.amazon.com/HealthmateForever-Relief-Electrotherapy-Handheld-Machine/dp/B00WGSXQVY/ref=sr\\_1\\_1?dchild=1&keywords=bm8ml&qid=1588385454&sr=8-1](https://www.amazon.com/HealthmateForever-Relief-Electrotherapy-Handheld-Machine/dp/B00WGSXQVY/ref=sr_1_1?dchild=1&keywords=bm8ml&qid=1588385454&sr=8-1)

*Figure 17.* Pebble's World's Smallest True Wireless Speaker. Reprinted from 'Mobile Scout'. (2016). Retrieved from <https://www.mobilescout.com/accessories/news/n76603/Pebble-wireless-speaker-smaller-than-golf-ball.html>

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*Figure 21.* Jacquard tag in Levi's trucker jacket sleeve. Reprinted from 'Google'. (n.d.). Retrieved from <https://atap.google.com/jacquard/>

*Figure 22.* Apple logo. Reprinted from 'Apple'. (n.d.). Retrieved from <https://www.apple.com/shop/accessories/all-accessories>

*Figure 23.* Fair Trade Certified™. Reprinted from 'Fair Trade'. (n.d.). Retrieved from <https://www.fairtradecertified.org>

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