



PRINTERIA

Potential Users

MIT Market segmentation table

Market Segment <i>Describe the market segment</i>	1 Bioartists	2 High schools	3 Laboratories	4 Museums	Reason
Buyer <i>Is there a single, identifiable buyer? Is this an early adopter?</i>	5	2	3	1	BioArtist: the person in charge of making the decision is the artist himself. High schools: there is a long chain of command that involves consensus decision from the teacher staff. Laboratories: the chain of command is not that long, but some administrative requirements must be followed. Museums: obligatory administrative paperwork for exhibitions, workshops and activities involving this device.
Well-Funded? <i>Is the target customer well funded?</i>	1	2	5	3	Bioartist: they are usually freelancers, so they do not have funds from the state. High schools: they usually have a low budget. Laboratories: highest budget for research lines. Museums: really variable; funds depends on the museum.
Buying reason? <i>Does the customer have a compelling reason to buy?</i>	5	3	2	1	Bioartist: Printeria offers a compact and user-friendly device to produce their own genetic modified bacteria without requiring a biotechnologist (economic benefit). High schools: it is not strictly necessary, but is an extra point to enrich the hand-on STEM curricula and so facilitate students learning. Laboratories: the device is not a necessity, but it is useful to avoid time-consuming protocols. Museums: Printeria can be part of divulgative workshops, but they need to have enough resources to keep up specialized sections in SynBio.
Accessible? <i>Is the target customer readily accessible to you?</i>	4	2	5	3	Biartists: they are updated about the newest technologies in SynBio. High schools: they can be informed though educational publicity, but it is not common. Laboratories: they always keep updated with scientific advances. Museums: they can be accesible only if they have educational sections related with SynBio.
COCA <i>What is the estimated cost of customer acquisition?</i>	4	2	3	3	Bioartists: easy customer adquisition; by acquiring Printeria they benefit from not having to work hand-in-hand with scientists. High schools: high estimated cost, as the chain of command is very long. Laboratories: once acquired they benefit from saving in operating costs and increasing experiments reproducibility. Museums: the estimated cost depends on each museum; they need to have a SynBio section.
LTV <i>What is the estimated lifetime value of your customer?</i>	3	1	1	1	Bioartists: they need to buy the device and the whole toolkit (there is a complete purchase necessity). High schools: they will only be interested in buying the basic toolkit for an education purpose. Laboratories: they will only need to buy the device, as they can design and construct their own part collections. Museums: they only need Printeria for practical workshops.
Whole product? <i>Can you deliver a whole product?</i>	5	5	1	5	Printeria basic kit (device + basic inputs) is useful for bioartists , high schools and museums . For bioartists , is easy to offer a specialized kit to produce a wide palette of pigmented bacteria. For researchers , it is required to have the capability of offering more complex genetic construction assemblies.
Competition? <i>Is there no competition that could block you?</i>	4	5	1	3	Bioart: they may be other innovative approaches to produce BioArt. High schools: very few educational genetic engineering kits are on the market. Laboratories: many high-tech devices are being developed simultaneously. Museums: there are other scientific products to divulgue about.
Next segment <i>If you win this segment, will it help enter additional segments?</i>	1	1	2	4	If winning the museums segment , promotiong of the product with workshops eases the adquisition of the educational and bioartistic segments as well
Founder's dream <i>Is the market consistent with your founder's dreams?</i>	5	5	2	1	We have designed our product (biosafe and sofisticated hardware and a user-friendly software) as a device with an educational or bioartistic purpose; it can also be adapted to the laboratories niche.
Like the customer <i>Do you like the people that will be your customers?</i>	5	5	3	2	Printeria main objective is to break down the barriers that prevent people from coming into the SynBio field, so bioartists and high school students are our most liked target groups.
Total Score	42	33	28	27	

