

Entrepreneurship

Cancer is the second leading cause of death worldwide accounting for 14% of total deaths in the world. Over 19.5 million new cases and 10 million deaths are registered every year due to cancer. The currently available therapies suffer from a plethora of side-effects. Therefore, they not only drain the patient financially but also physically & mentally.

Our product *Trasmax* to be administered as IV injection is a pharmaceutical product and our end-users are cancer patients. Our target group mainly includes early stage and pre- metastasis stage cancer patients.

This novel treatment therapy can be used to treat cancer patients at a much cheaper cost with minimal side-effects. Though we do not have accurate wet-lab data to support this claim, as per our understanding from previous literature reviews, B.longum elicited minimal immune response when tested on Guinea pigs.

Competitions we participated in :-

- Manipal Biohackathon : Manipal Biohackathon was organized by MIT Manipal, wherein more than 50 Biotech based start-ups from the entire country appeared. We went on to participate in the final round and ended up in the Top 15 of the competition.
- Curveball :- We participated in CurveBall 2021 - an Institute Level Competition to support student ideas and facilitate startups, which was organised by the Innovation & Incubation Centre for Entrepreneurship (IICE).
We're happy to announce that we made it into finals and are eligible to access incubation space and support from IICE!
- NBEC :- Our team has already taken the first step towards converting Trasmax into reality. National Bio Entrepreneurship Competition is among the most prestigious competition in the country, we participated in the competition, whose results are yet to be announced, but we gained a lot of insights into making of business plan and revenue models by participating here.

SWOT analysis

SWOT Analysis

Strengths



- Tumour specificity
- Cost effective
- Probiotic bacteria used for delivery
- Minimum side effects

Weaknesses



- Ineffective in Normoxic Tumors
- Lack of capital
- Involvement of animal trials

Opportunities



- IPR possibility
- Incubation opportunities
- Can be a leader in cancer drug market

Threats



- Govt Policies
- Public perception
- Other disruptive technologies