

Pricing, customer value and a business plan for an early-stage high-technology startup

The development of a technical invention that has commercial potential is the initial focus of high-tech startups, but at some point the management-side of the business also needs to become more professional. That is why Lumobiotics is looking for two WiWi students who want to do a final thesis project (Abschlussarbeit) for their company. These projects are supported by two chairs: Prof. Dr. Martin Klarmann (Marketing) and Prof. Dr. Marc Wouters (Management Accounting). The topics are the development of a pricing method and of a business plan. The third topic is the development of a customer value proposition.

If you are interested, please contact Prof. Wouters (marc.wouters@kit.edu) or Prof. Klarmann (martin.klarmann@kit.edu) directly. Some more information about Lumobiotics follows below.

Lumobiotics – Next-generation photo-controllable therapy

As a KIT-Spin-Off, Lumobiotics develops photo-controllable drugs. On their way to the market, many drug-candidates fail because of severe side-effects. We developed a technology that can reduce such side-effects, because it enables the drug to be active only at the exact intended location in the body. Everywhere else in the body, the drug is harmless.

This is the principle: A photo-switchable building-block that can be put into drug molecules, which then have two so-called photo-forms of the drug. One is biologically inactive and can be administered systemically into the body without harming any tissue. By irradiating only the localized disease with non-invasive light, the drug gets active again and treats the disease, while the rest of the body is not affected. This is what we call photo-controllable therapy, which has the potential to dramatically increase the health-related quality of life of many patients.

With the funding of EXIST Forschungstransfer, on the one hand, we want to develop a preclinical candidate for cancer treatment as a proof-of-concept in order to improve market-readiness. On the other hand the idea of EXIST Forschungstransfer is to prepare a proper business plan. So far, our teams mainly consists of scientists, therefore we invite you to work together with us, elaborating on customer value propositions as well as on our pricing structure and business plan.

