

*Include 3 bullets (< 30 words total) per slide – the most important messages associated with the particular slide*

Team name: aquatic DNA

Date updated: 11 Oct 2019

S1: Title & Elevator Pitch/Headline	<ul style="list-style-type: none"> <li>• Environmental DNA (eDNA) for monitoring biodiversity in aquatic ecosystems</li> <li>• Elevator pitch</li> <li>• Contact information</li> </ul>
S2: The problem and who has it	<ul style="list-style-type: none"> <li>• Unknowledge about what's in the aquatic ecosystems</li> <li>• Huge economic lost (hundred billions per year)</li> <li>• Everybody has this problem, from private companies, agencies, government, etc. to us.</li> </ul>
S3: The solution	<ul style="list-style-type: none"> <li>• eDNA</li> <li>• High sensitive detection method</li> <li>•</li> </ul>
S4: Product (how it addresses the problem)	<ul style="list-style-type: none"> <li>• Service</li> <li>• Genetic tool to detect species</li> <li>• We can detect them before see them</li> </ul>
S5: Technology	<ul style="list-style-type: none"> <li>• Two approaches</li> <li>• Specific markers</li> <li>• Massive sequencing / Metabarcoding</li> </ul>
S6: Competing approaches	<ul style="list-style-type: none"> <li>• We are pioneers and we have a lot of experience</li> <li>• Higher sensitive, innocuous, faster and cheaper method</li> <li>• The possibility of detecting elusive and scarce species</li> </ul>
S7: Traction	<ul style="list-style-type: none"> <li>• Scientific research articles (+30 SCI Q1) and grants</li> <li>• Partnerships (research and tech.)</li> <li>• International clients</li> </ul>
S8: Team	<ul style="list-style-type: none"> <li>• Multidisciplinary team</li> <li>• Experienced team</li> <li>• MIT</li> </ul>
S9: Closing	<ul style="list-style-type: none"> <li>• We are the team that you need</li> <li>• This is the time for you to be the novelty, to do a disruptive method and be a reference to follow</li> <li>• We can help you (tailor made solutions)</li> </ul>