

## Marketing report

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## Fundraising and communication tasks



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# Summary

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# Introduction

As our school was supportive and funded 10 000 €, which has covered most of the lab expenses and two return tickets to Boston. We decided to further fund our project and look for other ways to support us. Thanks to sponsors, volunteering events, and a crowdfunding, we have raised more than 16 000 €.

Indeed, we contacted as many mayoral offices as possible, as well as other public organizations. In addition, we have been in contact with private companies such as Lallemand Plant Care, Agrauxine, and Syngenta. Finally, we launched a crowdfunding campaign to raise money, allowing a larger public to support us. We also volunteered in several sporting events, and organized fundraising events in our school.

We also used our visibility on social networks, existing published journals, and various social events to raise funds, such as the iGEM Parisian teams Meetup, and the “Fête de la Science”.

# Part 1: Budget Management

It was very important to establish the budget for the competition and to keep it updated throughout the entire period. We first elaborated it along the hypothesis that the whole team would be presenting the project in Boston. As we are a team of 20 people, we would have needed almost 40k€ to send all of us.

We soon reckoned it would not be possible for us to raise such an amount. We decided that 9 of us would go to present our project at the Giant Jamboree. Our final budget was about 26k€, which we proudly achieved!

Income	Amount	Expenses	Amount
Subvention from Sup'Biotech school <i>signed contract</i>	1 000,00 €	Laboratory access ; laboratory consumables and material	10 620,00 €
Subvention from the French embassy in the US <i>signed contract</i>	1 500,00 €		
Sponsoring Les Mousquetaires <i>signed contract</i>	500,00 €		
Sponsoring Europabio <i>signed contract</i>	1 500,00 €		
Renting of La Paillasse by Sup'Biotech <i>signed contract</i>	6 120,00 €		
Subvention from Epita school <i>signed contract</i>	2 350,00 €	Members registration to the Giant Jamboree participation to the competition, for each team member: 600 € per member, for 9 members	5 400,00 €
Paid volunteering on sporting events	1 935,00 €		
Baking sales in Sup'Biotech and Epita	1 350,00 €		
Crowdfunding (Kickstarter) 27 <sup>th</sup> August - 27 <sup>th</sup> October	2 000,00 €	Plane transportation Paris-Boston / Boston-Paris 366€ per member, for 9 members	3 294,00 €
Subvention from the Ministry of Research <i>signed contract</i>	500,00 €		
Plane tickets paid by Sup'Biotech <i>signed contract</i>	732,00 €		
Subvention from the Val de Mame department <i>signed contract</i>	1 500,00 €	Team registration to the competition	4 328,00 €
Subvention from Sup'Biotech school <i>signed contract</i>	2 164,00 €		
Subvention from Sevres' town hall <i>signed contract</i>	1 000,00 €		
Paid volunteering on sporting events	1 230,00 €	Accommodation in Boston 271€ per person, for 9 members	2 439,00 €
Sponsoring Chamorin <i>signed contract</i>	300,00 €		
Cotisations from team members	400,00 €		
<b>Total income</b>	<b>26 081,00 €</b>	<b>Total expenses</b>	<b>26 081,00 €</b>

## Part 2: Fundraising tasks

### Local public funding: mayoral offices

The aim of this part of our work was to obtain many public and private sponsors to fund the R&D as well as to send a representative team to the Giant Jamboree.

We contacted as many mayoral offices as possible. The 20 members of our team represent 15 different mayoral offices. The aim was to contact them all in order to get more visibility as well as more funds.

We realised that many of their funding deadlines had already lapsed. We asked for delays but our applications were rejected most of the time because our project did not take place in the city we requested the grant from. After several negative responses, we finally obtained an opportunity to present our project to the mayor's office of Sèvres. A small part of our team went to this meeting and they won the grant of 1 000€. We had our first public sponsor!



We then met some representatives of Val de Marne county to help us present our project in a better way. Also we learned how to organise our budget in order to make it understandable by more people.

We applied for and received their 1 500€ grant, which made us confident to apply for other grants and seek private sponsors.

Unfortunately, we didn't get funding from other mayoral offices, but we did hear about a special grant from the embassy of France in the USA for iGEM teams. We applied with a specific 4 page document with the criteria that were needed and we obtained this grant which was of 1 500€ as well.

Finally the last public grant we obtained was from the French Research Ministry. Last year's team was waiting for it but didn't complete the form correctly. We finished it and obtained a grant of 1 500€.

One grant file contains several key sections: team presentation, project presentation, budget, and our current partners.

## Enterprises

It is not simple to contact a private company when you have no prior contacts. We had to arouse their curiosity and make them want to know more about our project.

We worked in collaboration with Mr. Ougen, the head of the Sup'Biotech Innovations Project class in order to compose a persuasive letter for e-mail distribution.

Once it was done we sent it to approximately twenty companies to get an appointment and to obtain funding from at least one private partner.

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*Dear Madam or Sir,*

*I am part of the association iGEM from the Ionis Education Group, composed of students in biotechnology engineering , who are participating to the international competition iGEM (International Genetically Engineered Machine) from the 9<sup>th</sup> to 13<sup>th</sup> November at the MIT of Boston (Massachusetts Institute of Technology).*

*The project offers an agro-environmental solution to farmers. The climate disruptions induce brutal changes of temperature (drought or freeze) that negatively impacts the production and the economy in the agriculture world. (In 2015, 60% of wine estates were destroyed following frosts).*

*The solution is based on the creation of a thermosensitive biological tool. The chosen bacteria produce a protective biological material, preventing dehydration phenomena (temperatures >37°C) but also mechanisms of secondary nucleation (temperatures <4°C). This double process "2 in 1" shows properties that are activated in response to meteorological events, and a definitive auto-extinction process after activation (biological death). These biological properties respect the requirements imposed by the French and European regulatory agencies for their potential impact on biodiversity.*

*My ambition is that the presentation of our project will draw your attention and raise awareness about accompanying us in the financial aspects for its international deployment. Similarly, if you simply wish to discuss about our project.*

*I remain available for further information (complete documentation about the project ) necessary to the completion of a financial partnership.*

*I hope this request will receive favourable consideration.*

*Regards,*

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Some specialised companies answered to our email: Lallemand Plant Care, Agrauxine, and Syngenta. They wanted to get more details and see what could be possible between us. We had a phone call with the R&D director of Lallemand Plant Care who found our project amazing. However he was not able to tell us if a partnership was possible because he wasn't in charge of the budget of the company. Since this phone call we had no news from them.

The Agrauxine company, which is part of the Lesaffre Group specialised in nutrition and crop health, offered to meet us on their premises.

We met the directors of R&D and marketing & project development which gave us confidence for our presentation in Boston.

They suggested several ideas to develop our project with no use of GMOs to show us what's possible after the iGEM contest.

Because of the GMO image our project reflects, they were not able to give us funds but offered internships to our R&D members interested in environment.



After this incredible meeting, we had the opportunity to meet the R&D director, the public affairs director, and the corporate communications and public affairs officer of Syngenta France. This company is specialised in crops' protection. They also gave us valuable advice about our safety section and how to present our project in a convincing way. They were very supportive and motivated about our project.



They offered us sponsorship from Europa Bio for the educational work we were doing with younger students. We created a grant application explaining all the work we had done and what we expected to do after the iGEM competition. They told us that the grant would be in the range of 1 500€ - 2 000€.



Europa Bio awarded us a grant of 1500€ to continue teaching synthetic biology to students.



# Crowdfunding

Crowdfunding was an essential part of our project because it allowed us to raise money from the general public. This could also include our family and friends.

We launched it for 2 months and were expecting to obtain 2 500€, which roughly corresponds to the cost of 2 persons going to Boston.

There was a French and an English version of our page and people could chose to read whether one or the other.

The principle is easy: in exchange for the money people give, we send them gifts with our logo and they can subscribe to our newsletter.

Below is the link in the page in English and French:

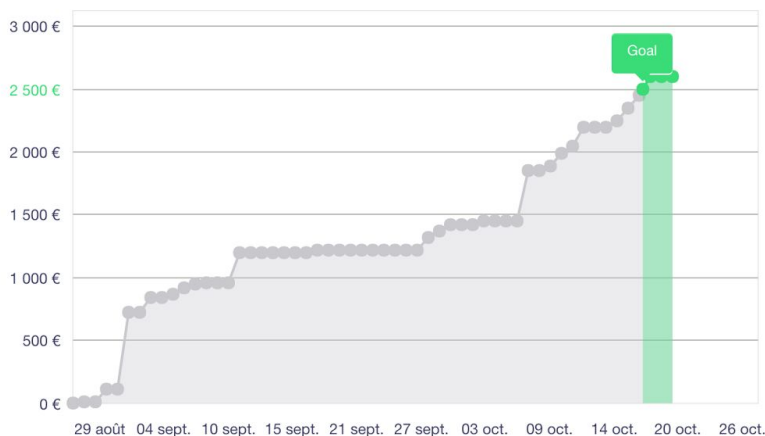
<https://www.kickstarter.com/projects/918394269/softer-shock?ref=discovery>

After 2 months of advertising our crowdfunding, we finally raised 2 607€ out of the 2 500€ expected, which was a great success!



On the chart below you can see the evolution of the funding progress. The average amount of money given per person is 74,31€, which is a high amount.

## Évolution du financement



## Engagements



We reached our objective 8 days before the official end of the Kickstarter crowdfunding campaign, which is great!

## Volunteering at sports events

Because we knew we had to find a way to raise funds by ourselves we contacted several sports event organizers to participate as semi-volunteers. We were paid from 10€ to 30€ per day and per person participating, depending on the event.

We participated to 5 big events such as the semi-marathon of Paris, and the Marathon of Paris which were organised by the association ASO (Armaury sport organisation). We had to manage the luggage storage and make sure the runners were putting their trash in the right place.



Also, one of the biggest event was the Vélotour with *Event ETC* . It consisted in a big tour of Paris by bike in order to visit places usually forbidden if not on foot. Our work was to indicate direction to cyclists.



We also participated to the 10km of the Bois de Boulognes.

Finally, our biggest event we had was the 3 day event in Disney as signalers during the race, or as supplies managers.. These two events were organised by *Golazo*. The Disney event hosted four races: a 5km, a 10km, a kids race, and a semi-marathon.



We had an amazing time doing these events which also helped to unite the team. It allowed us to raise around 3 125€ by ourselves.

## iGEM Week

Another way we had to raise funds and communicate about our project was to organise an entire week of events in our school.

Last year's team launched an iGEM week to promote their project, sell food everyday and invite people to fund their project.



We decided to organise the same kind of week. It worked well and students came buy our food stand and asked about our project.

We also had a conference with the third year students, who will take part in the competition next year.



We asked them to produce a video dealing with a previous iGEM project and to explain it in an entertaining way.

The winners won a place for the end of the year gala of the school.

Here is the link of their video: <https://www.youtube.com/watch?v=rL1e1uH55Ck>

Finally, some pledges were organised to challenge the students with biology. The funniest one was for them to create a costume based on a bacterium and explain to us their properties!

Here are the 2 bacteria with and (without) our team:



We made a profit of around 1 000€ which was an unexpected success.

In the same context, we decided to sell food like cakes or pancakes in our school because students are always willing to pay for homemade cakes. It also worked very well and with 2 events of this kind we raised around 410€.

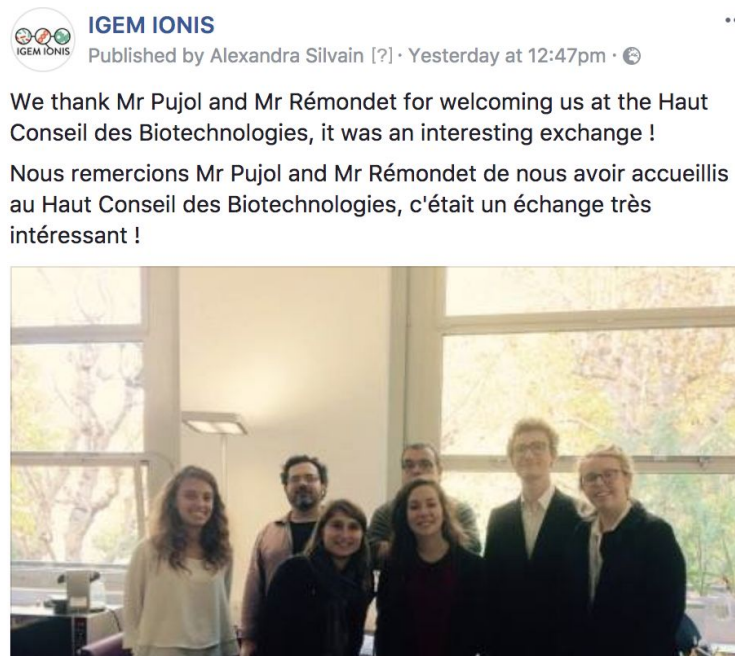
## Part 3: Communication

In this part we will develop the strategy we put in place for the communication about Softer Shock.

### Social networks

In order to raise awareness about our project we decided to use social media platforms such as Facebook, Twitter, Instagram and LinkedIn. We aimed to develop a social media strategy that was fun and entertaining while keeping the core identity of our project: professionalism and scientific datum.

The general idea was to first explain the progress of our project. Once our idea was more developed, we wanted to show its context and how it responded to an unmet need. For us the idea was to show the current climate issues affecting vineyards with the use of online newspaper articles, videos and such content. Social media platforms also allow efficient communication with other iGEM teams, allowing us to help each other and collaborate. During the crowdfunding campaign we relied on social medium to share our Kickstarter page, helping us raise more money. Finally, we used social media to thank all the professionals we met. Below are some examples of our posts.





**iGEM IONIS** @iGEM\_IONIS · Sep 13

Did you know ?

In 2016, #wine is the 2nd largest surplus French #export sector. This #market is worth €10.4 billion! 🇫🇷



On top of that, in the week of the 2-9th October, we got selected as best meme of the week, which is a project run by iGEM Stockholm. Each week, their goal is to select a funny meme made by iGEM teams.



THIS COMIC MADE POSSIBLE THANKS TO ELIZABETH SCHMID @M\_Governor • MRLOVENSTEIN.COM



igem\_memes

S'abonner

igem\_memes Swipe left 🇫🇷🇫🇷🇫🇷 |  
Meme of the week goes to @birdysunday  
from team @igem.ionis. Congratulations!!!  
😊 |  
For a chance to get YOUR meme featured  
on this page, send a message via our profile  
:D  
#igem #iGEMmemes #iGEM2017  
juan\_tony77 😂😂  
marialeticia\_martins @giomaklouf scrrrr  
😂😂😂😂😂😂



79 J'aime

IL Y A 7 JOURS

Ajouter un commentaire...



## Talking about the project to professionals

First, we organized several internal meetings to have the feedback of our school's administration. Marketing materials and brochures were created in order to properly communicate with all professional we met, which includes PowerPoint presentations, flyers, visit cards and videos. During the meetings, we kept a very professional attitude. Each professional we encountered had their own specialty and we adjusted the style and theme of communication depending on the domain they were specialized in.

## Press

We were lucky to have articles from the website kingz (<http://www.kingz.fr/2017/07/sauver-vignes-francaises-pari-dune-equipe-de-jeunes-chercheurs/>). Kingz is an online journal that usually features art, design and music.

The Softer Shock was also featured twice in articles from the Ionis Education group:  
<http://blogs.supbiotech.fr/international/2017/07/ionis-igem-team-goes-to-competition-with-crop-protecting-prototype.html>

<http://blogs.supbiotech.fr/international/2017/05/ionis-igem-developing-antifreeze-drought-proof-biological-solution-for-2017-competition-in-boston.html>

On top of that, we were interviewed by France Inter for the television program “Le téléphone sonne” . France Inter is a french radio station. The topic of this program was the change of temperature due to climate change and the effects on French vineyards. They asked about what Softer Shock was and its goal.

The show is available in French at the following link :  
<https://www.franceinter.fr/emissions/le-telephone-sonne/le-telephone-sonne-15-aout-2017>



**Les changements de températures, du fait du réchauffement climatique, dessinent de nouveaux contours au parc viticole français.**





## Part 4: Communication events

### Innovation Challenge Day

Each year our school organizes a challenge to find the most innovative student group project. We were able to participate in the entrepreneurial category. During our presentation we talked about synthetic biology and all the stages of our project, from coming up with the idea to doing the experiments, as well as the ethical, ecological, and human aspects of the project. We won second place as the most innovative entrepreneurial project of the year.



### Parisian Meetup

We had the chance to be invited by the Pasteur iGEM team to the Parisian Meetup where we met many French teams.

The day started with a breakfast where we had our first contact with the attending teams. Then all teams presented their projects. We were able to talk about our difficulties, successes, and share advice for the continuation of the adventure. In addition, some teams asked for help (in molecular modeling for example, and it was a pleasure to help them!) Finally we had a conference with an entrepreneur Lorenzo Croati (from L'école du pitch) who quickly taught us how to pitch properly for D-Day! It is important to present yourself correctly and to draw attention to a subject that is important to us.



## Fête de la science

In order to show the general public the potential of synthetic biology in the today's world we participated in this annual nation-wide French science festival. This festival takes place from October 7 - 15 and allows scientists to display their research in public spaces. We came directly to meet the public in order to show them the different projects that synthetic biology is capable of today, as well as the solutions that this could bring in the future.



## A thank you conference for our sponsors

In order to thank our partners and sponsors for their help, we would like to organize a thank you conference during the month of December 2017 after the official presentation. During this meeting we wish to show the progress of the project and to give feedback about the results of our team at the Giant Jamboree around a cocktail.