

Customer archetype	Customer signs	Product Benefits - Features
<p>This customer tries to avoid the acquisition of fire blight. The presence of this disease is moderate to high in his crops. The archetype tries to dismiss this problem on its fields. The number of fields owned are pretty low. It classifies into the market as a growing customer, as well as small and medium companies.</p>	<p>Agricultural activities, agrarian conventions, visits to Washington looking for of new variants of apples resistant to various diseases, this customer is constantly seeking to innovate the agricultural industry.</p>	<p>Our product is a biocontrol that combats the fire blight which is caused by <i>E. amylovora</i>, comprised of a genetically modified strain of <i>Erwinia amylovora</i>. These were introduced to the bacteria by chromosomal insertion using the CRISPR/Cas9-gRNA complex. Based on this, our proof of concept for biocontrol with the same bacteria, by completely eliminating its pathogenicity, was validated, because this bacteria would act in favor of the decrement of wild <i>Erwinia</i> population. The biocontrol can be applied directly to the foliage thanks to the method of sodium alginate microencapsulation, same that maintains the bacteria metabolically dormant which extends the active effect time. Preventive application is essential for optimal use, as the bacteria needs to be there to control a exogenous <i>E. amylovora</i>, as it prevents it to form high enough cellular density to change to a sessile state and infect the plant. This product is foreseen to have an admirable market launch as it has many value levers which greatly increases our chances of success.</p>
Customer condition	Customer pains & gains	
<p>The customer is seeking for a product that is 100% effective at a relatively low price that does not generate a negative impact in the environment or consumer health.</p>	<p>The product currently used has a high cost. The efficiency of the current product is not enough and do not fulfill the customer needs. The effect of the product is relatively short.</p>	