






Nanotechnovate

Team 864

Initial Idea: All companies throughout the food industry would benefit from low cost, accurate, and rapid pathogen detection.

Size of Opportunity: 138.5 Billion \$

	Interview Count			
NEW				
TOTAL	132	52	26	54

Team Members



Mike Nichols
Mentor



Matt Stocker
Entrepreneurial Lead



Majed Dweik
Principal Investigator

Key Partners

Oscar Mayer	
Diamond Dog Food (Pet)	
Chipotle	
RL Food Testing	

Key Activities

Constant Product	
Marketing	
Production	
Sales	

Key Resources

Distributor	
Instrument Manufacturers	
Sales Team	
Technology Design (to	

Value Proposition

Faster (rapid detection,	
Advanced Detection (
Affordable (low cost	
Re-Usable Product (
Product Parameters (
Multi Detection	
Ease of Use (the	

Customer Relationships

Get: We will get	
Keep: We will encourage	
Grow: We will grow by	

Channels

Indirect Channel	
Direct Channel (our	

Customer Segments

Food Processing &	
Food Packaging	
Food Retail	
Food Safety Lab	
Hospitals	
Clinics	
At Home Food Preparation	
Homeland Security	

Cost Structure

Validation Research	
Development	
Marketing	

Revenue Streams

Short Term: Grants and Investment	
Long Term: Sales of Technology and Sales of Equipment (that goes along	

Food Safety Detection



Here's What We Did



Chick-Fil-A
Fast Food



Red Lobster
Restaurant



Whole Foods
Grocer



Midwest Laboratories
Food Safety Laboratory



**American Association
of Medical Colleges**
Hospital Organization



Blood Centers of America
Hospital Organization

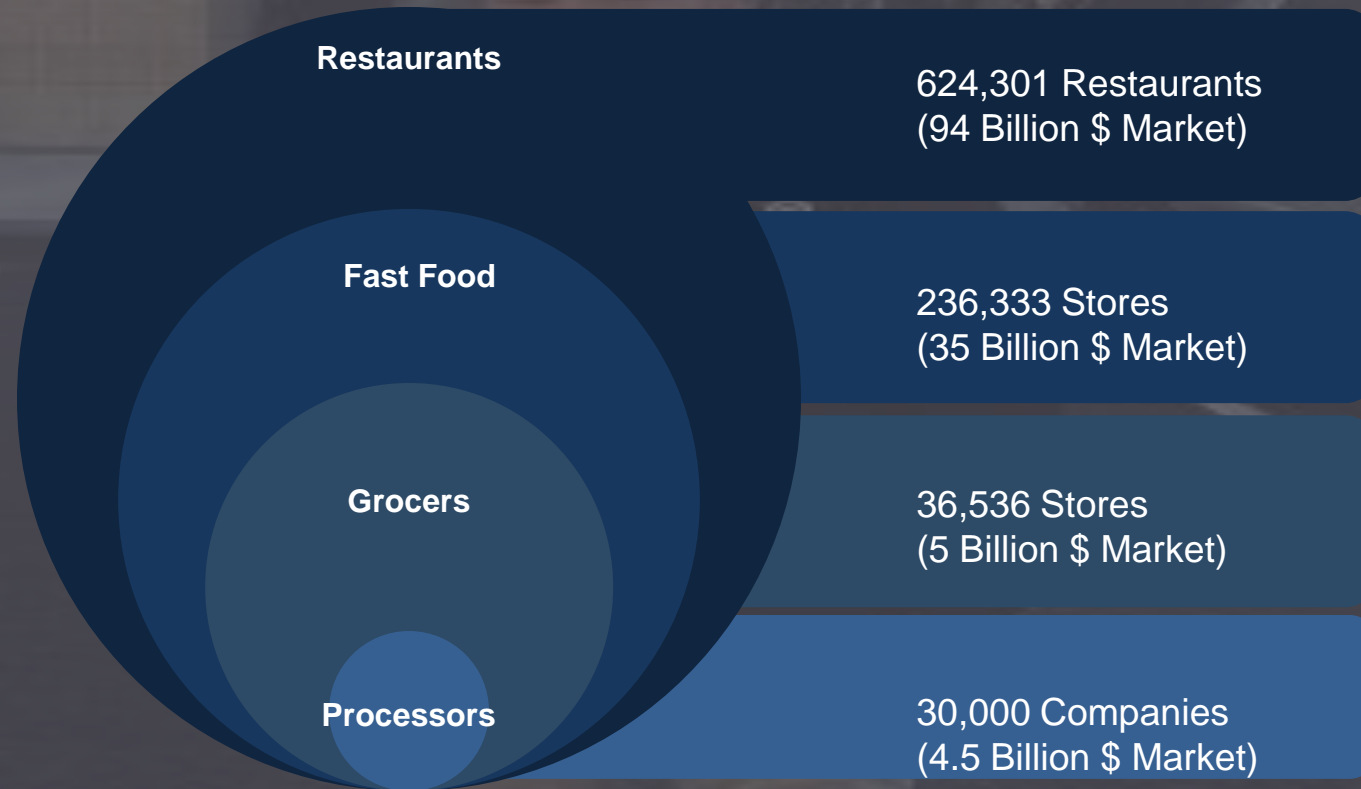


3M
Packaging Supplier



American Foods Group
Food Processor

What We Found Was



Key Partners

Oscar Mayer	
Diamond Dog Food (Pet)	
Chipotle	

Key Activities

Constant Product	
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Production	
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Direct Channel (our	
Indirect Channel	

Customer Segments

Food-Retail	
Food-Safety Lab	
At-Home-Food Preparation	
Homeland Security	
Military	
Chief Operating	
Meat Manufacturing	
Chief Operating	

Cost Structure

Validation Research	
Development	
Marketing	

Revenue Streams

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Here's What We Did



Westerns Smokehouse
Meat Processing Plant



American Foods Group
Meat Processing Plant



Burgers' Smokehouse
Meat Processing Plant



National Beef Packing Co.
Meat Processing Plant

What Segments Inside the Food Processing Industry Would Benefit

01

Who Cares

02

Pain Points

03



What We Found

Who Needs It , Who Wants It

04

Product Market Fit

05

Who Cares

Chief Operation
Officers

Quality Assurance
Managers





Pain Points



Product Market Fit



Solution

Nanotechnovate's Pathogen Detection Device

Key Partners

- Oscar Mayer
- Diamond Dog Food (Pet)
- Chipotle

Key Activities

- Constant Product
- Marketing
- Production
- Sales

Key Resources

- Distributor
- Instrument Manufacturers
- Sales Team
- Technology Design (to

Value Proposition

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Customer Segments

- Chief Operating
- Chief Operating
- Quality Assurance
- Quality Assurance

Cost Structure

- Validation Research
- Development
- Marketing

Revenue Streams

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GO!

- Nanotechnovate-

https://www.youtube.com/watch?v=_7-G15hSef8