



TECH PARK U NAMES BUSINESS PLAN WINNER

BioFluidica Microtechnologies receives \$2,000 award

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BATON ROUGE, LA [December 06, 2007]—Baton Rouge-based start-up *BioFluidica Microtechnologies* was announced last evening as the winner of the inaugural *Tech Park U* class business plan competition. Business plans were evaluated based on criteria that ranged from potential for growth, the business model and the merits of the proposed marketing strategy.

Says BioFluidica acting CEO Dr. Yohannes Desta, “We are grateful to the *Louisiana Technology Park* for giving us the chance to participate in Tech Park U. It was a valuable opportunity to develop our business plan and learn Kauffman Foundation’s FastTrac method for business development.”

Specializing in portable DNA testing devices, BioFluidica is working to become a leading developer of bio-analytical instruments for DNA analysis. Their primary devices will be compact, inexpensive, fast and convenient. In addition, the devices will be automated with no need for skilled technicians. In comparison, current testing methods are still largely based on expensive, large-scale equipment in central laboratories with long turnaround times and high costs.

“The market opportunities for such instruments are enormous,” says BioFluidica acting CFO David Claypool. “In 2005, the global human identity testing and DNA-based medical diagnostics markets were estimated to be \$1.4B and \$5.5B [respectively].” Estimates predict that, by 2010, the human identity market is expected to reach \$2.2B, while medical diagnostics is expected to double. The market for DNA-based pathogen detection, which is composed of food/water and bio-security, is considered small in comparison but projected to grow with improvements in testing methods and instruments.

BioFluidica’s initial market entry will be with a product developed for use in human identity (forensics & paternity) in collaboration with Dr. Sudhir Sinha, the original founder of *ReliaGene Technologies*, a well-established human identification testing laboratory and assay development company in New Orleans, Louisiana. Teaming up with Dr. Sinha in a field with limited regulatory hurdles should help to establish rapid market entry and early product success for BioFluidica. Later product developments will target medical diagnostics and pathogen detection.

Tech Park U is a program created by the Louisiana Technology Park in association with the Baton Rouge Business Report. Starting its second successful year, Tech Park U is a nine-month “boot camp” designed for entrepreneurs looking to take their idea or emerging business to the next level of implementation. For more information, please visit www.techparku.com.

The Louisiana Technology Park (LTP) is an incubator for technology-oriented companies and is located in the Bon Carré Business Center on Florida Boulevard in Baton Rouge. The business accelerator was created in 2001 to bring promising, emerging technology companies and their products and services to market faster and more effectively. Companies chosen for the program have access to cutting-edge software and hardware, high-speed Internet access, commercial data center usage and first-class business advice. LTP is a wholly owned subsidiary of *Research Park Corporation*. For more information, please visit www.latechpark.com.

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