

# Genomatica

## Brewing Sugar into Spandex: Linking Disparate Industries for Sustainable Chemicals



### Challenge

- Define the sustainable chemical category.
- Educate the market on how sustainable chemicals will transform the traditional chemical industry.
- Drive commercial interest in Genomatica, a sustainable chemicals company.

### Strategic Approach

- Partner with a leading industry research group to survey chemical industry executives on cost, commercial viability, performance and development of sustainable chemicals.
- Brief key industry stakeholders such as the International Sugar Organization.
- Build momentum with company research milestone announcements.

### Results

- Survey results were covered by chemical trade, cleantech trade and business publications.
- The PR program has yielded a 150 percent increase in average monthly Web visitors over six months, with peaks around each inflection point.
- Proprietary research data sparked informed conversations with board members, potential partners and customers.
- The ISO has commissioned, funded and is writing a research paper on using sugar as a feedstock for industrial biotech.