

Genomatica



- Objectives
 - 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
- Strategies
 - 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

