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INVEST
IN TORBAY

EXPORT
SUPPORT



MolEndoTech

Outcomes:

- > Meetings with US Environment Protection Agency (USEPA)
- > Potential for products to be used in water testing trials in Gulf of Mexico
- > Potential market of circa £50,000 per year and rising each year from 2020/21
- > Meetings with US Food & Drug Administration (FDA) to progress deploying Siren product in FDA trial programme



The University of North Carolina
Water Microbiology Conference



MolEndoTech reaches North American markets with Torbay trade bursary

MolEndoTech Limited, a spin-out from the University of Plymouth, based at the University of Plymouth Brixham Laboratory in Torbay, have used the International Trade Bursary to develop export activities in North America.

The company attended the University of North Carolina Water Microbiology Conference where they introduced their new product, Siren. They had a number of objectives for attending the conference including establishing Siren in trials with organisations in the USA responsible for recreational and irrigation water testing and control.

The Siren product is an innovative assay that is able to rapidly detect contamination with faecal bacteria in water without the need to wait for days for laboratory results. Siren can deliver test results in a matter of minutes significantly improving the ability to identify and track any pollution source in real time.

MolEndoTech were able to meet representatives of the US Environment Protection Agency (USEPA) who are keen to include Siren in water testing trials they are conducting in the Gulf of Mexico, starting in 2020. This would be a first for large scale trials of the product in recreational water testing. If these trials prove successful, it could lead to the purchase of the Siren product by these organisations and the regulators in each US state with responsibility for water testing. The initial potential market is healthy with estimated sales values of £20-50K in 2020-2021 rising each year.

The company were also able to meet with representatives of the US Food and Drug Administration (FDA) who are keen to progress the potential of deploying the Siren product in their trial programme. Additionally, the conference was a useful platform for MolEndoTech to gain current knowledge of water testing and developments in the USA that will guide development of future products as the company are able to create other assays for different market applications.



> Our international trade bursary is open to Torbay based SMEs, new or existing exporters, across any industry sector but they must be looking to enter new country export markets.

> Funding is available, between £500-£1,000* that could be used to attend trade shows, visit prospective buyers in market or undertake overseas market research but ideally a combination of export activity that leads to success!

> The bursary is accessed by completing and submitting an application form which is then reviewed by our panel.

> Companies will work with their local advisor from Department for International Trade and access additional support.

*On successful application, subject to criteria, not for activity already committed.

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Professor Simon Jackson, CEO of MolEndoTech, said:

"We have more than exceeded our objectives of attending the Water Microbiological Conference. Having been able to seriously progress our relationships with the USEPA and the FDA are fantastic outcomes for us. We have valued the support from the TDA International Trade Bursary and encourage other Torbay SMEs to consider applying."

Jason Buck, Investment Development Manager at TDA, said:

"The US is an important trade partner for the UK and Torbay. It is exciting to hear the progress that Molendotech have been able to make to open up US markets. We look forward to seeing their product range developing to tackle other market applications and reaching new export markets."

For more information MolEndoTech visit www.molendotech.com

To learn more about the International Trade Bursary visit www.investintorbay.com/trade-bursary



To find out more about how TDA can provide export support contact Jason Buck, Investment Development Manager on 01803 208799 / 07771 811389 or email jason.buck@tda.uk.net