



## Defining your brief

### Brief title

Laboratory Startup Services.

### Brief subtitle

Develop the framework required to become a disruptive market force in the building out of new laboratories and startup companies.

### The challenge background

In approx. 250 words describe the thinking behind the brief.

The stress and confusion of starting a new lab is overwhelming. You generally move your professional and personal life miles away from your current location and struggle to navigate the associated bureaucracy and paperwork. Concurrently, new laboratories need to be filled with staff, equipment and supplies. This leaves little time to find funding whether from grants or venture capitalist which is the most important task of a principal investigator or CEO.

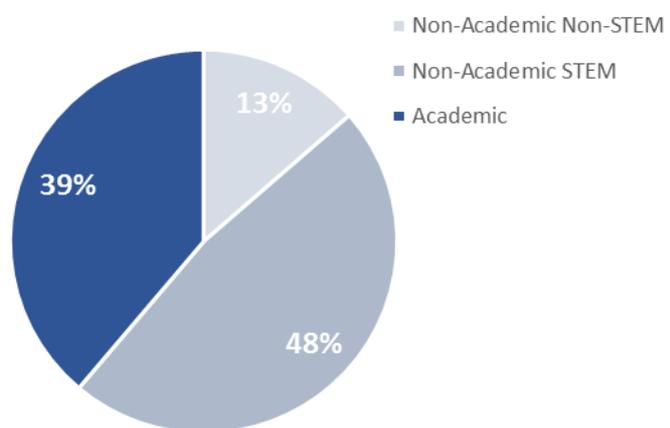
This creates a sink or swim environment with many leaving their chosen field (*Nature 538, 446–449 (27 October 2016)* doi:10.1038/538446a).

Distribution companies alleviate some of the stress for new laboratories by providing a “Walmart” experience

with the portfolios they have available. This reduces the number of touchpoints the new laboratory’s needs to make for equipment and supplies. That however doesn’t prevent other companies from trying to persuade a lab towards their equipment/supplies again taking away more time for the pursuit of funding.

The scenario above is usually a brand-new principle investigator (PI) who recently finished a stint as a post-doctoral (Post-Doc) researcher. As a Post-Doc, your role is to perform and publish research. On occasion you will be asked to write papers or grants but you rarely manage a laboratory, staff, or paperwork. The steps to start a new laboratory are usually foreign and there is little guidance from most universities.

Career Paths of STEM PhDs





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Alternatively, the scenario might be describing an entrepreneurial scientist who has ventured out on his own to start a company. As a new start up, it can be even more difficult to start a new lab. Funds are short and timelines are shorter. Moving from an academic world where rent is paid for by a grant to a business environment where everything is coming out of your pocket can be overwhelming.

## Set an ambitious goal

Where would you love to be in 5 years if we crack your brief?

Creating a self-sustainable business unit in GE Lifescience that provides peace of mind to the customer but also grows the GELS organization's market share for our equipment and supplies through product suggestions. Additionally, this business unit would capture "Big Data" so GELS can observe and predict new market trends obtained from working with these laboratories.

## Scope considerations

In a few sentences/bullet points to define any criteria or restrictions that must be considered.

- Our relationship with major distribution channels like ThermoFisher and Avantor/VWR could be dramatically affected. Can we partner with distribution but remain the only point of contact for the customer?
- When the customer has designated a non-GELS product to be purchased, can we create a 3<sup>rd</sup> party purchasing agreement with suppliers?
- Are there a set of institution-independent forms/paperwork that must be filled for each new laboratory (example: OSHA, Radiation Safety, etc...)?
- What is done with all the data that is collected from each purchase?
- How will potential customers here about this service?

## Scope inspiration

In around 200 words include some ideas for starting points.

What specific trends or technologies could be utilised?

Which businesses and/or academics are leading in the sector and what are they doing?

- The e-Commerce trend has researchers moving their laboratory management to systems online with companies like Quartzly and VWR. After an initial consultation, could the remaining transactions occur via e-Commerce?
- Small Consulting companies are already taking up this space (example: Experimental Designs, Laboratory Start-Up Consultants). They offer operations, financial, personnel, and data management services. Experimental Designs ([link](#)) walks Post-Docs through the job search phase to the final set up and training of staff in the new lab. It's a cradle to grave approach that leaves the customer feeling well taken care of. Experimental Design however is a small group of people and may not be able to replicate this success on a larger scale.





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- Distribution by far leads the market in new laboratory start up. The ability to provide a researcher all their products streamlines the amount of work a principle investigator needs to perform. Additionally, companies like ThermoFisher Scientific and VWR offer new lab promotions that can provide huge discounts not only on their private label brands but also major manufacturers like GE. As such, these companies are usually the first contacted by a new PI to get the process rolling. Often representatives from ThermoFisher or VWR limit the customer's interaction with any other distributor or manufacturer so the entire sale is captured for their respective company. Distributors however do not provide staffing or paperwork services. Many of these PIs have never managed and do not enjoy the staffing process.

### Concept examples

Give some examples of ways in which the problem could be tackled. The end concept could be a product, service or tool - try to include a possible route for each.

- An independent consultation service for new laboratories and startups that operates much like GE's Enterprise Solutions business unit.
- Create New Workflow for account managers/sales representatives that provides them resources to act as independent consultants
- Provide a New Lab Startup e-commerce market place that works with 3<sup>rd</sup> party vendors/suppliers, provides templates for paperwork, and a Job posting board

### Image requirements

If helpful include some relevant diagrams or imagery needed to communicate the brief. These could be anything from photos or flowcharts to hand-sketches.



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## New Lab Checklists



Don't forget a thing! Save time by ensuring you have all the furniture, equipment, and supplies you need from the start.

Use these handy checklists to make sure you have all the essentials for your lab.

### Product Checklists

-  Furniture
-  Equipment
-  Instruments
-  Life Science
-  Lab Chemicals
-  Safety & Industrial Supplies
-  Plasticware & Glassware
-  Lab Supplies

### Laboratory Checklists

-  Cell Culture
-  Molecular Biology & Genomics
-  Microbiology
-  Proteomics
-  Chemicals & Petrochemicals
-  Cleanrooms & Critical Environments
-  Microscopy





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## Lab Set-Up Program



### Your New Lab, Fit for Your Purpose

Set up your new lab with complete support from VWR. We offer an intuitive, comprehensive program to guide you through the entire lab set-up process, from project planning to completion.

VWR makes sure your new lab is set-up, stocked, and optimized for productivity when you arrive. You'll also save on furniture, equipment, instruments, chemicals, life science products, and supplies.

Get started today and request your FREE copy of the 2018 VWR Lab Set-Up Guide, using the form below.

Our 2018 guide includes numerous money-saving offers from leading brands, totaling over **\$60,000 in savings**. All special offers can be redeemed at [New Lab Offers](#).

The VWR Lab Set-Up Program begins with dedicated support from your VWR Sales Representative, who understands how to support your unique research goals with a fully outfitted lab. Working with the VWR Furniture and **VWRCATALYST** teams, our sales representatives ensure the right decisions are made for your new lab and your budget. Our program includes:

#### Laboratory Design

VWR engages you in a careful design process that considers both present and future needs. Our unique team approach optimizes the knowledge and expertise of VWR Sales Representatives, Furniture Specialists, and Design Specialists. From day one, VWR helps you select the right products to design a safe, practical, durable lab that will encourage scientific innovation.

#### Lab Set-Up Services

**VWRCATALYST** offers a spectrum of intuitive services to help you make a smooth transition and optimize productivity in your new lab. Some of these services include:

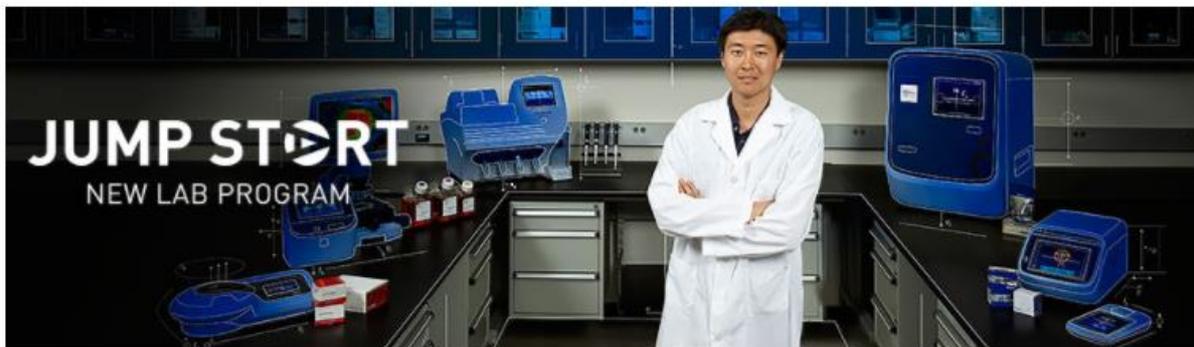


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## Jump Start New Lab Program



### The Jump Start New Lab Program is as easy as 1-2-3

The Jump Start New Lab Program is a free program designed to help you get your new lab up and running. The program connects you with members-only discounts, promotional items, resources, and tips. We also provide easy access to educational tools like handbooks, webinars, and product selection guides.

#### 1. Exclusive benefits for Jump Start New Lab members

**Exclusive discounts**  
Up to 40% off.\*

**New lab checklists by workflow**  
Convenient lists to make sure you have everything you need for your lab.

**Access to the Jump Start New Lab portal**  
Exclusive promotions and tips and tricks for Jump Start members.

**Thermo Fisher Cloud**  
Start with 10 GB of free data storage, up to 1 TB.



Free new lab gift pack

[Register now](#)

Take a moment to tell us more about your research, and register your lab for the Jump Start New Lab Program.

#### 2. You are eligible for the free program if you are:

1. Opening a new lab within your institution or company
2. Moving your lab into a new space
3. Starting a new company
4. Directed to the program by your sales representative

If you have any questions please contact [jumpstart@thermofisher.com](mailto:jumpstart@thermofisher.com)



GE Healthcare  
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## START YOUR NEW LAB WITH SAVINGS



### New Lab Start-Up Program

*US Customers Only*

For Canada Customers, [click here](#).  
For EMEA Customers, [click here](#).

Starting a new lab comes with the unique challenge of budgetary constraints. Like many labs, you may have funds that you have to stretch over the course of several years. You might even be required to use a portion on lab essentials within the first year. Your focus should be on making discoveries, not expenses.

Our New Lab Start-Up Program can help to ease your transition from setup to research. If you are starting a new lab, renovating, expanding, moving to a new location, or receiving your first research grant, click the options below to learn how to maximize your savings today!



Explore what our program can deliver to your lab

[SEE BENEFITS](#)



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