

Assignment for Wed. Apr. 10:

We will be beginning the business strategy and challenges module of our course. We will discuss the stages that characterize the process by which entrepreneurs and companies develop and commercialize biofuel and bioenergy products and technologies. We will focus on the challenges that complicate each stage in the process.

To prepare for this class the main thing you need to do is review the Amyris Technologies: Commercializing Biofuels case that is now posted to the link to this class on our course bspace *class materials: readings etc* page.

Pay particular attention to the material on pp 7-8 on “Plants.” The different plants correspond to the stages of development that we will be discussing, and I will ask you to use this part of the case as the basis for a class discussion of the technological challenges of commercialization.

(You’ll notice that this section is followed by material on financial challenges. We will spend next week focusing on financial challenges (and opportunities). However, as I will explain and as you will soon see, it is very hard to separate the financial from the practical, technical (and other) challenges of commercialization. The case, itself, is designed to set up a management problem for MBA students to discuss: should Amyris management focus on producing biofuels, speciality biochemicals, or both? This is an important issue that we will also address tomorrow. However, for this class, if you are pressed for time, please focus on the material on pp. 7-8.)

Most of the class will be an in-class exercise in which you research the companies in your sector to determine which stage(s) of development the firms in your sector have moved through and are currently in. I’ll explain the details in class and provide you with links to internet resources that you can use to find this information.

You’ll need to refresh your memory regarding the companies in your sector. **Please bring your laptops!!!**