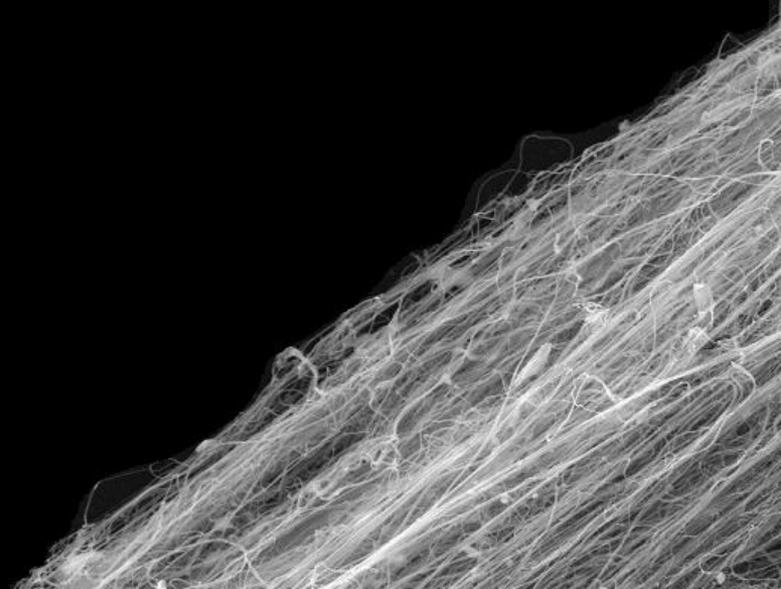


Launching a technology platform in cosmetics

Vladimir Rassushin

Co-founder & managing director of “Pipette & Chart”

EuroNanoForum 2019
12-14 of June 2019, Bucharest



Nanopharma

Initial focus:

1. Technological capabilities of the process
2. Laboratory breakthroughs

Medicine

Desire for innovation

Strategic analysis

Expert team

Business model

New vision:

1. Applications of nanofibers
2. Business development

Cosmetics &
Cosmeceuticals



**“EVOLUTION
INSTEAD OF
REVOLUTION”**

First Dry Sheet Nanofiber Mask

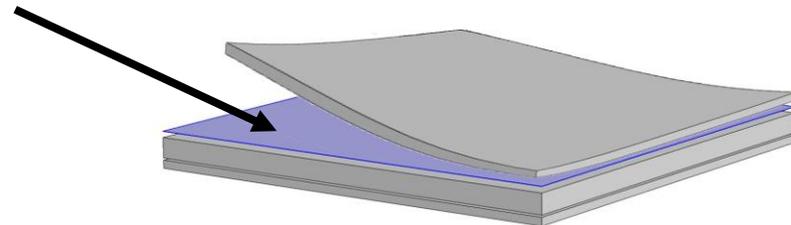
- 1 INSTANT**
and long-lasting effect
- 2 PLEASANT**, quick
and mess-free application
- 3 GENTLE**
and non-toxic formula



Winner 2018



Drug-loaded
nanofibers



**FUTURE
→ NOW**
Conference

**STARTUP
AWARDS**

[n]fibrecare

Obstacles on the way

Initial vision of
the project

First traction

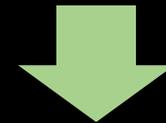
Improved
approach to
product
development

Product visibility, growing interest
(conferences, articles, PR etc.)



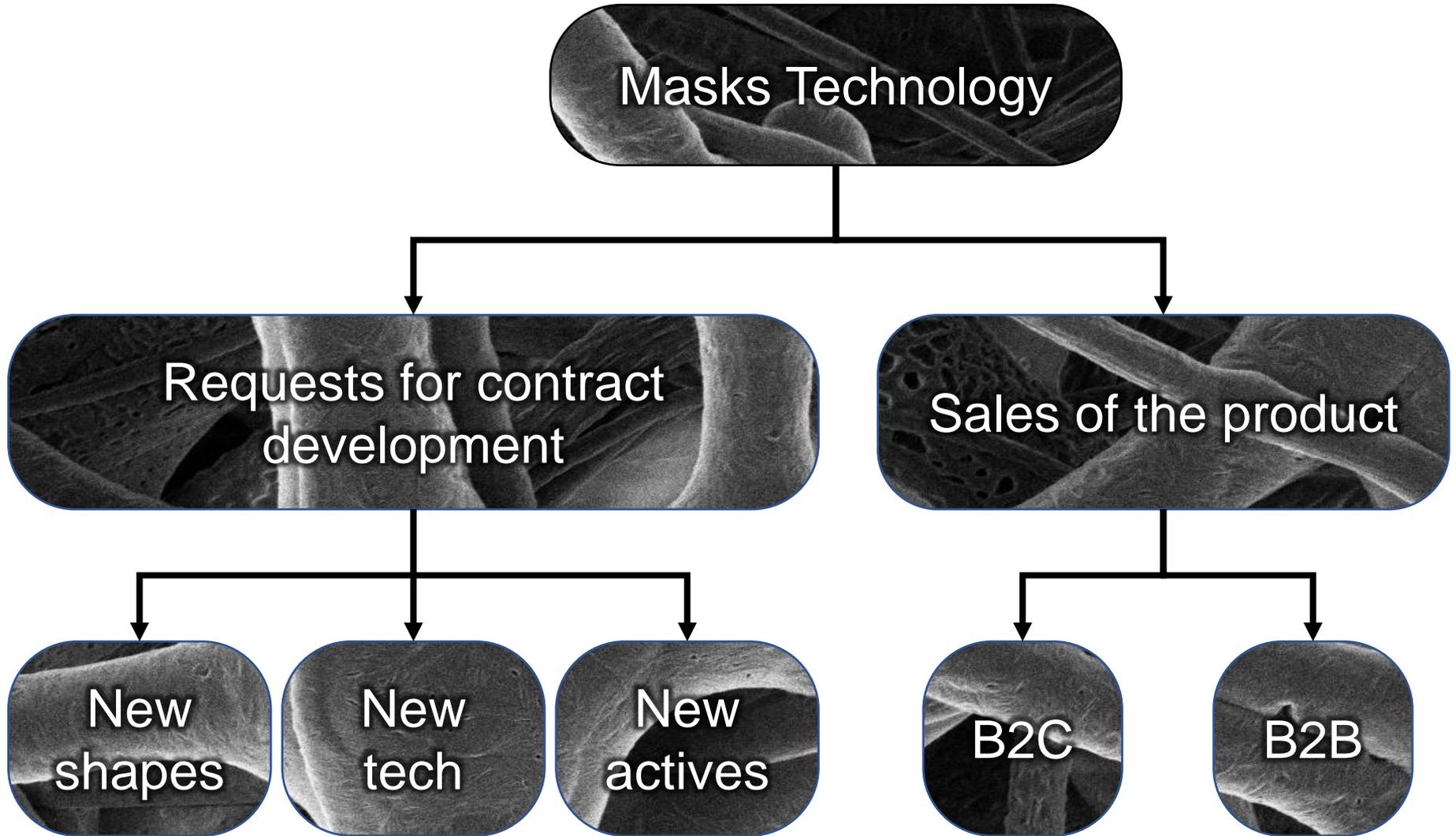
Technology platform vs product
(strategic decisions)

The first feedback
(e.g. masks shape)



Internal management
(optimization)

What was done?



The pillars of development

State of the art is not only about science.

Don't limit yourself with local options!

Consult with relevant experts.

Don't underestimate business part in R&D.

Pipette Chart

Consulting for scientific
startups & SMEs

Internal nanotechnology
projects

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Thank you for attention!