



*Topic: Current Illusions of the Russian
Biotechnology. Challenges in Development
Commercialization*



Moscow 2004

1. We know for whom it is needed

Typical answer: for all and

- The State, Ministry of Emergency Situations, Ministry of Interior, Ministry of Defense, etc.
- Physicians
- Large companies

Products – everything, meeting customer requirements

Who are the customers whose requirements we meet?

What problems we solve?

2. We know that we possess unique technologies

Secret – a guarantee of uniqueness.

1. We just do not read.

Patents, publications, conferences

2. Nobody needs our unique characteristics

”Contemporary left-hander”

It’s just a lack of technology.

Technology – comprehensive concepts.

Methods, reproducibility, statistical processing. Rules of procedure

3. We Know How to Do It

Product – a complex of aggregated knowledge.

The Tower of Babel

1. Capability to develop a product.

Demand. Market, technologies, regulatory bodies

2. Development cycle is too long.

Process uncertainty

“Vision” problem

3. Remaining imperial ambitions.

USSR legacy, low tolerance level

4. Problems with “working as a team”

“Lone person syndrome” and free floating

4. We Can Make a High-Quality Product

Quality – new “hardware” and beautiful walls.

1. A lack of general understanding of Quality Systems.

TQM, 6 SIGM, CPM, GLP, etc.

2. Quality of research.

Free retrieval, work formalization, etc.

3. Deadlines and prices.

5. We Can Do Everything, If the Money Is Available

1. Problem of key competence.

Specialization, competitive advantages

2. Our involvement in the world race.

Challenge of the transition period – trampling without moving forward.

Processes have certain duration – they won't get faster even with a big money paid.

Change in human culture – a long-term process, not related to the amount of funding.

