

Seed Trait Valuation:

Value Creation Opportunities in Agricultural Markets

The first comprehensive study of valuation in agricultural biotechnology.

THIS REPORT WILL BE OF VALUE TO

- Investors in agricultural biotechnology companies
- Companies involved in agricultural biotechnology research

WHY BUY THE REPORT?

- This report provides tools to understand the value of investment in the ag/biotech industry and for doing due diligence in the investment process in order to understand opportunities and risks.
- This report allows intellectual property holders to properly value these assets when considering mergers or divestitures, maximizing ROI.

HIGHLIGHTS

- Ag/biotech has been successful in delivering products to market. The risk has been greatly reduced, making these products a good investment.
- The industry is now developing a new generation of products that will increase drought tolerance, improve nitrogen utilization and enhance the production of feedstocks for biofuels, in addition to other valuable traits. Biofuels investment will be more attractive when this happens. Understanding the valuation of these traits in the marketplace is important to successful commercialization.
- The valuation process is complex, with long development times. Unlike pharmaceuticals where there is “an” ingredient, seeds constitute a value package that must be valued as a whole consisting of complex parts.

ABOUT SOYATECH



Soyatech is a publishing, market research, and consulting firm founded in 1985, specialized in delivering value-added information to the soybean, food, and feed industries. The company publishes the annual *Soya and Oilseed Bluebook*, the industry's leading source of information on companies and products, an electronically distributed daily newsletter covering the soyfoods, agribusiness and industrial biotech and biofuels areas, and SOYATECH.COM, the award winning business-to-business Internet site for the industry.

Company President Peter Golbitz is a world-renowned expert on the soybean and oilseed industry and has published numerous articles, books and studies on the industry and market.

ABOUT BIOTECH DECISIONS



Ann Bublitz, Ph. D., president of BioTech Decisions, Inc., provides expert consulting services in the development, acquisition, licensing and management of technology. The company specializes in biofuels, and agricultural, microbial and certain pharmaceutical biotechnologies. Specific services include licensing, business development and planning, market assessment, valuations and intellectual property strategy.

TABLE OF CONTENTS

1. Overview
2. Value Creation Opportunities in Agricultural Markets
 - Grower / Processor / Consumer Markets
3. Determinants of Value
 - Nature of the Technology, Utility and Advantages
 - Commercial Success Likelihood
 - Strategic Fit
 - Refinement or State of Development
 - Breadth of Technology Applicability
 - Strength of Intellectual Property Protection and Freedom to Operate Position
 - Regulatory Issues
4. Trait Value
 - Traits
 - Germplasm
 - Customer Relationships and Marketing
5. Sharing of Value
 - Value Sharing in Licenses
 - Examples from Agricultural Biotechnology
6. Payment Structures in Licenses and other Transactions
 - Stock Equity Purchases
 - Payments to Licensor
 - Other Elements Affecting Contract Value
7. Methods and Models for Valuation
 - Cost / Market / Income Methods

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PRICES & OPTIONS

Seed Trait Valuation: Value Creation Opportunities in Agricultural Markets (*print and electronic copy*) **\$4,365**

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