

# NEMATICIDAL GENES COMMERCIALISATION

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***In this case study, CPL Business Consultants was engaged by a plant research company to assist in planning the commercialisation and future development of IP from nematicidal genes, which provide genetic nematode resistance in plants. CPL provided strategic recommendations on how it should commercialise this technology.***

The client had developed a genetic method to confer genetic resistance to nematodes in crops and required an overview of the market to provide context for its business planning strategy. The study was based on sources available to CPL, including in-house databases and public sector information. Additional information was sought from contacts within the institutions and industries concerned

## **THE COMMERCIALISATION OF NEMATICIDAL GENES**

### **Nematode Crop Damage World-Wide**

- United Kingdom
- Europe
- US
- South America
- Australia
- Asia & South Africa

### **Global Agroproducts & Pesticide Markets**

- Addressable Market for Nematocidal Genes
- Pesticides
- Genetically Engineered Seeds
- Nematode Control With Nematicides
- Alternative Nematicidal Methods
  - Crop Rotation
  - Resistant Or Tolerant Varieties
  - Temperature And Humidity Control
  - Biological Control
  - Combinations Of Methods
- Organic Farming
- In Summary

### **Scientific Research**

- Introduction
- Genomics
- Resistant Cultivars
- Biological Control
- In Summary

## **Nematicidal Research In Academia**

- *e.g.* Control with Nematicidal Genes

## **Other Research Topics & Projects**

## **Trends In IPR for Nematode Control**

*CPL has completed many [projects in biopesticides](#). You can find further examples by using the search bar on this site. Have a look at our [PowerPoint Introduction](#) and [Brochure](#) describing deliverables, differentiators and case studies. You can also review [eight case studies](#).*