

What's Your Bio Strategy

John Cumbers

industries. Cumbers is the author, with Karl Schmieder, of What's Your Bio-Strategy? How to Prepare Your Business for Synthetic Biology Cumbers has written on

John Robert Cumbers (born 1979) is a British molecular biologist living in the San Francisco Bay Area. He is founder and chief executive officer of SynBioBeta which promotes synthetic biology to build a more sustainable universe. He founded BetaSpace, a space settlement innovation network aimed at sustaining human life on and off our planet and is an operating partner at DCVC, a firm in Silicon Valley focused on investments in biotechnology.

Porter's generic strategies

differentiation strategy was seen as an effective way of matching a firm's product strategy (supply side) to the characteristics of your target market segments

Michael Porter's generic strategies describe how a company can pursue competitive advantage across its chosen market scope. There are three generic strategies: cost leadership, product differentiation, and focus. The focus strategy comprises two variants—cost focus and differentiation focus—allowing the overall framework to be interpreted as four distinct strategic approaches.

A company chooses to pursue one of two types of competitive advantage, either via lower costs than its competition or by differentiating itself along dimensions valued by customers to command a higher price. A company also chooses one of two types of scope, either focus (offering its products to selected segments of the market) or industry-wide, offering its product across many market segments. The generic strategy reflects the choices made regarding both the type of competitive advantage and the scope. The concept was described by Michael Porter in 1980.

Roy de Souza

"BreakBio";.forcefamilyoffice.org. De Souza, R. & Srikrishna, D. (2019). Cancer: What a personal crisis taught us about how T-cells can save your life

Roy de Souza (born 1970) is a Kenyan-born tech entrepreneur and writer. He is the co-founder of technology company ZEDO and medical technology company BreakBio. In 2022, he was a TEDx speaker. In May 2023, he and his wife Aisha de Sequeira were honored by the American Cancer Society for de Souza's work in personalized medicine.

List of BioWare video games

BioWare is a Canadian video game developer based in Edmonton, Alberta. It was founded in 1994 by Ray Muzyka, Greg Zeschuk, and Augustine Yip. They signed

BioWare is a Canadian video game developer based in Edmonton, Alberta. It was founded in 1994 by Ray Muzyka, Greg Zeschuk, and Augustine Yip. They signed a partnership with American publisher Interplay Productions to get investment and development resources for their first game Shattered Steel, a mech simulation action game released in 1996. The game was a modest success, but BioWare's second title, Baldur's Gate (1998), achieved overwhelming critical praise and defined the company's future direction. A role-playing video game (RPG) based on Dungeons & Dragons, Baldur's Gate sold more than two million copies and became the most successful Dungeons & Dragons game ever at the time. Two years later, the

studio released an acclaimed sequel *Baldur's Gate II: Shadows of Amn*, which along with the use of BioWare game engines in RPGs such as *Planescape: Torment* (1999) and *Icewind Dale* (2000) helped propel the studio to the forefront of the computer RPG genre. Interplay was suffering financially by the early 2000s, so BioWare collaborated with publisher Infogrames to release their next Dungeons & Dragon-based RPG *Neverwinter Nights* (2002).

BioWare was given the opportunity to work on another popular intellectual property, *Star Wars*, when LucasArts approached them at the turn of the millennium. *Star Wars: Knights of the Old Republic* released first on Microsoft's Xbox video game console in 2003. While it was not BioWare's first console game, it helped the studio break into the console market since Microsoft Game Studios wanted to partner with them on console exclusive titles, such as *Jade Empire* (2005) and *Mass Effect* (2007). In March 2006, BioWare expanded their operations and opened a new studio in Austin, Texas, to helm the development of a massively multiplayer online role-playing game (MMORPG). In October 2007, American publisher Electronic Arts (EA) announced that it had acquired BioWare. Under EA, BioWare established the fantasy RPG series *Dragon Age*, continued to release games in their science fiction RPG series *Mass Effect*, and opened a new studio in Montreal. They also revisited the *Star Wars* franchise with BioWare Austin's MMORPG *Star Wars: The Old Republic* (2011).

In the early 2010s, EA restructured and rebranded several of its other studios under the BioWare label, including Mythic Entertainment and Victory Games which respectively became BioWare Mythic and BioWare Victory. New games from these studios were announced as BioWare projects, but they were cancelled and the studios shut down in the following years. In September 2012, co-founders Muzyka and Zeschuk announced their retirement and departure from BioWare. Following the release of *Mass Effect: Andromeda* in 2017, BioWare Montreal was merged with EA's Motive Studios.

Battlezone (1998 video game)

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Battlezone is a first-person shooter real-time strategy video game, developed and published by Activision. It was released for Microsoft Windows in 1998. Aside from the name and presence of tanks, this game bears little resemblance to the original arcade game of the same name. The game is a combination of a tank simulation game, a first-person shooter and a real-time strategy game.

Two expansion packs were released in 1998, *Battlegrounds* and *The Red Odyssey*. In 2000, a Nintendo 64 port was released under the name *Battlezone: Rise of the Black Dogs*. In 2016, a remastered version titled *Battlezone 98 Redux* was released developed by Big Boat Interactive and published by Rebellion Developments. A sequel, *Battlezone II: Combat Commander*, was released in 1999.

BioBlitz

shared their BioBlitz activities via social media, using the hashtags #BioBlitz2016 and #FindYourPark. During the weekend's event, #BioBlitz2016 ranked

A BioBlitz, also written without capitals as bioblitz, is an intense period of biological surveying in an attempt to record all the living species within a designated area. Groups of scientists, naturalists, and volunteers conduct an intensive field study over a continuous time period (e.g., usually 24 hours). There is a public component to many BioBlitzes, with the goal of getting the public interested in biodiversity. To encourage more public participation, these BioBlitzes are often held in urban parks or nature reserves close to cities. Research into the best practices for a successful BioBlitz has found that collaboration with local natural history museums can improve public participation. As well, BioBlitzes have been shown to be a successful tool in teaching post-secondary students about biodiversity.

Janmejaya Sinha

Conflict: An Introspective Guide for Families in Business; and *Your Strategy Needs A Strategy*. Sinha is currently Chairman of Confederation of Indian Industry

Janmejaya Kumar Sinha (born September 12, 1959) is the present chairman of Boston Consulting Group (BCG) India, a BCG fellow and a member of the Henderson Institute Innovation Sounding Board.

Market Opportunity Navigator

evaluating Market Opportunity Attractiveness, and designing the Agile Focus Strategy. Through these steps, the MON assists in understanding a firm's core abilities

The Market Opportunity Navigator (MON) is a methodology in strategic management that aims to help innovators and entrepreneurs identify and select the most valuable market opportunity to pursue current and future resources and capabilities. It was added as the fourth tool in the lean startup toolset and can be used with the Business Model Canvas developed by Alexander Osterwalder and Yves Pigneur and the Minimum Viable Product.

MON was developed by German management researcher Marc Gruber and Israeli entrepreneurship specialist Sharon Tal as a strategic framework to help firms identify and capitalize on promising market opportunities based on their studies of hundreds of startups. It consists of three steps: generating the Market Opportunity Set, evaluating Market Opportunity Attractiveness, and designing the Agile Focus Strategy. Through these steps, the MON assists in understanding a firm's core abilities, assessing the attractiveness of potential market opportunities, and strategically planning for growth while remaining agile in a dynamic market environment. MON guides decision-making processes, fosters a shared language within organizations, and offers ongoing guidance for pursuing valuable market domains.

Megan Rossi

Health Doctor, including The Gut Health Clinic. In 2019, she co-founded Bio&Me a food range in the UK. In 2025, she founded SMART STRAINS, a range of

Megan Rossi (born 10 October 1988) is a dietitian, nutritionist and author specialising in the microbiome. Her PhD in gut health received the Dean's Award top 5% for Outstanding Research Higher Degree.

Rossi founded the website The Gut Health Doctor, including The Gut Health Clinic. In 2019, she co-founded Bio&Me a food range in the UK. In 2025, she founded SMART STRAINS, a range of clinically proven live bacteria products with clean labelling. She is an advocate and researcher of plant-based nutrition.

Andrea Cunningham

Collective, a brand strategy, marketing, and communications firm. Her book, Get to Aha! Discover Your Positioning DNA and Dominate Your Competition, was

Andrea "Andy" Cunningham is an American strategic marketing and communications entrepreneur. She helped launch the Apple Macintosh in 1984 as a part of Regis McKenna, and founded Cunningham Communication, Inc. She is currently the President of Cunningham Collective, a brand strategy, marketing, and communications firm. Her book, Get to Aha! Discover Your Positioning DNA and Dominate Your Competition, was published in October 2017.

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