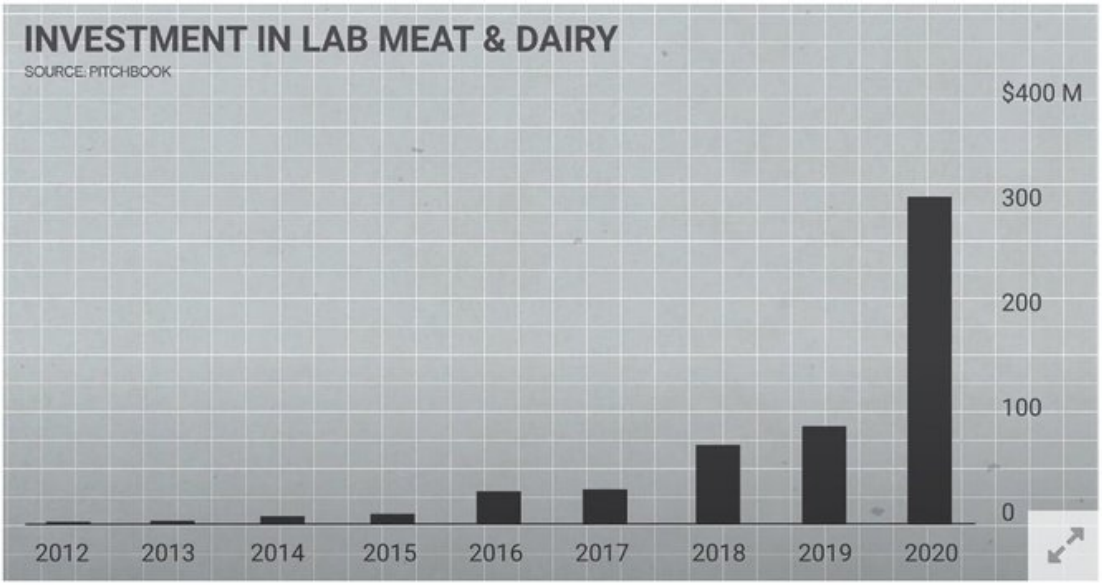
Twitter Thread by Tar ■

Tar ■
@itsTarH

What are food grade recombinant proteins and what makes #LaurusBio exciting? ■■

Making Maruti 800s for an industry where only Ferraris are available ■

The big tailwind today for cultured meat industry is VC money. VC investments into start ups working on cultured meat has risen exponentially (as shown below).



The main problem with cultured meat (apart from the reasons you mentioned above) is the cost of growing the meat in lab is really high. This is because the growth agents (recombinant proteins) used today are pharma grade. There aren't very many companies making non pharma grade recombinant proteins for cultured meat.

Pharma grade recombinant proteins and growth agents are really expensive and not really required for cultured meat. It's like paying for a Ferrari or Bentley when a Maruti 800 can do the job.

This is where Laurus Bio comes in, they are making growth agents and recombinant proteins that are non pharma grade and targeted specifically towards the cultured meat industry.

A startup today doesn't have to pay for a Ferrari anymore and can finally buy a Maruti from Laurus Bio.

Cultured Meat and Maruti vs Ferrari problem explained in this video.

https://t.co/F8W6TfGxWq

Pic from my note posted many days ago on ValuePickr.