

International Society
of **Microbiota**

THE MICROBIOTA BUSINESS WORKSHOP

OCTOBER 17
— 2023 —

VENICE
ITALY

From Science to
Market

The Microbiota Business: From Research to Market

October 17, 2023 – Venice, Italy

The International Society of Microbiota (ISM) is pleased to organize the workshop dedicated to **Microbiota Business Launching**.

Introduction to the workshop – Why a workshop dedicated to a Microbiota Business?

Scientists have been exploring microbiota over the last years and the microbiota research is still growing exponentially. Microbiota research has generated a huge data, particularly in understanding the role of microbiota in health and disease. The advancement of microbiota research has created a new market potential by targeting microbiota to improve the quality of life. The question is how to implement or realize the microbiota research findings in to business and reach the community without complicated process.

The role of the microbiota in health and disease has been substantiated by several studies. As our understanding in the microbiota field has increased, companies have showed interest toward the development of microbiota-based product. The first product is the analysis of individuals microbiota composition and function and to provide recommendations for the users or consumers based on the result.

A self-test kit is one of the products, where individuals request the product or kit online or in shops then collect their sample at their convenient places and send it to the company for microbiota analysis.

Our aim is to elaborate the curation of microbiota research, implementation and product development as a business platform. We will also explain the microbiota analysis kit (self-test kit) development and its content for human and animal use.

The workshop is divided into 2 parts:

1- How to develop microbiota analysis kit for humans and animals?

The microbiota analysis kit is an easy, simple and convenient product that is preferred and take the attention of most consumers. Nevertheless, some challenges and limitations need to be addressed. These are primarily the lack of general standard, protocols and guidelines and issues of results reproducibility and level of scientific evidence.

This session will discuss above-mentioned issues and possibly propose some recommendations or consensus statement.

2- Formulation of probiotics strains for humans and animals

Probiotics are live microorganisms which when administered in adequate amounts confer a health benefit on the host. They have been used for human and animal health over several years. Probiotic strains selection and formulation process are a key criteria for an efficient probiotic product.

Hence, this session will cover the scientific background, probiotic strains selection process, dose determination, safety, labeling, claims and regulatory aspects.

We will also dedicate time to discuss with attendees the strategies to overcome the barriers in microbiome businesses, as well as all strategies to have a successful launch.

Looking forward to meeting you very soon.



Dr. Tewodros Debebe, PhD
Scientific Officer
International Society of Microbiota

The Microbiota Business: From Research to Market

Agenda

13:00 **Welcoming of Attendees**

14:00 **Session 1: How to develop microbiota analysis kit for humans and animals?**

a- Microbiota analysis kit : Introduction

This section will introduce the microbiota analysis kit, its technical process, challenges, limitations and the way forward.

- Definition and content of the microbiota analysis kit (what it contains inside)
- How it works (technical process); from sample collection to result report
- Scientific background for microbiota analysis kit
- Insight into current microbiota analyzing companies, such as
 - Their number (how many companies)
 - Their location,
 - Pricing etc.
- Challenges and limitations of microbiota analysis kit
 - Strength of scientific evidence
 - Sample collection standards or protocols
 - Result reproducibility & representativeness
 - Quality control & lack of a general guideline or standard
- Provision of recommendations and solutions
 - Development evidence-based standard, protocol or guidelines
 - Defining certain criteria for microbiota analysis kit evaluation
 - Evaluation of microbiota analysis kit and eventually grading
 - Possibly certification of microbiota analysis kit

b- Practical aspects of kits development

This section will cover scientific evidence evaluation, product development process and launching as a product for target consumers.

- Microbiota-based scientific literature search, storage and curation
- Generating knowledge database
 - Defining topics, such as weight regulation, immune support or indications, obesity, CVD etc.
 - Description of microbes, what they are, where to find them and what they do etc.
 - Generating healthy community and reference values for result interpretation

- Recommendations based on microbiota analysis results
 - Foods
 - Supplements
 - Lifestyle
- Integrating literatures/sources
- Developing product prototypes
- Integrating the knowledge database to dashboard (website)
- Launching the product to potential consumers (B2C, B2B, etc.)

15h30 – 16h00 Coffee Break

16:00 **Session 2: Formulation of probiotics strains for humans and animals**

This section will cover scientific evidence evaluation, probiotic strains selection and formulation, safety and efficacy, regulatory aspects.

- Scientific literature (clinical studies) search, storage and curation
- Probiotic strains selection process
- Probiotic dose determination
- Inclusion of minerals and vitamins in probiotic
- Inclusion of prebiotic in probiotic (as symbiotic) and its scientific basis
- Regulatory aspect of probiotic, such as safety, claim, labeling etc.

17:30 **Questions & Answers**

Discussion – Microbiome Profiling Kits: How to overcome the current challenges?

18:00 **End of the Workshop**

Registration

In-person Participation Fees

Category	Pre-launch rate Until April 24	Early bird rate Until May 18	Regular rate Until July 10	On-site rate From July 11
Congress & Workshop				
Students	€385	€485	€535	€585
Academics	€585	€685	€735	€795
Industrials	€785	€885	€935	€995
Workshop Only				
For all Categories: €485				

Online Participation Fees

Category	Until October 18
Congress & Workshop	
Students	€295
Academics	€440
Industrials	€595
Workshop only	
For all categories: €330	

[Registration](#)

Who Should Attend?

This workshop is addressed to all scientists, academicians, clinicians and institutes involved in the field of microbiota, chronic diseases, metabolic diseases, immunological diseases. It also involves researchers in the field of probiotic, prebiotics, R&D directors, clinical trials, microbiota profiling companies, pharma industries involved in probiotic, prebiotic formulation and microbiota-based product development, quality control personnel in the field of microbiota, probiotic & prebiotics. Scientists in the field of method standardization and regulatory bodies of food supplements development are also welcome to join.

Teaching Resources

- Presentation support given to participants
- Presentation proposed by the speaker via PowerPoints
- Q&A session with all participants

Each participant will receive a report detailing each session and will obtain summaries and PowerPoint presentations.

If you cannot attend the workshop, you can order:

- The report in PDF format
- The recorded Workshop

[Contact Us](#)