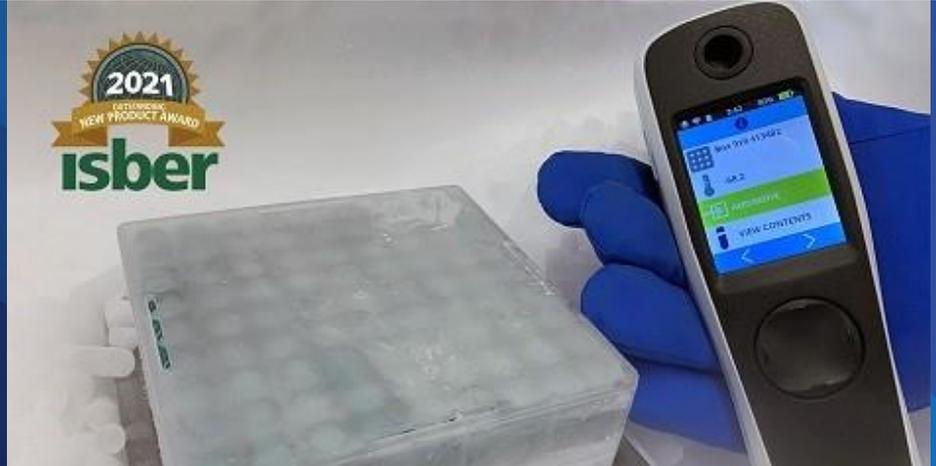




Success stories

## BlueChiip Limited

Innovative Tracking and Sensing of  
Biological Samples



## Technology excellence

Founded in 2003 and ASX listed in 2011 BlueChiip Limited advanced sample management system is the only system providing sample temperature, identification and tracking in ultralow temperature, harsh cryogenic environments for use in the global life sciences and healthcare sectors.

The company's mission is to redefine sample quality and drive productivity by providing confidence in every sample to advance research and medicine with a particular focus on the North American and European markets.

## Pivoting of business strategy

Whilst establishing strong foundations over the last decade in the last couple of years the company has pivoted its business strategy away from indirect

supply through OEM supply and licensing agreements to a direct to market model developing and commercialising its own range of BlueChiip chips, readers, and software.

In early 2022 for the first time in the history of the company it will launch its own product range a significant milestone for BlueChiip.

Fundamental to the success of this strategy has been the need to improve internal operational efficiencies and to increase product and brand awareness and associated marketing effort across priority international territories.

With support from the "Entrepreneurs Programme", Christine Cussen, Neil Clarke together with suitable experienced and vetted consultants and business support allowed BlueChiip to achieve the following in supporting the roll out of its new business strategy

- Upgrade to its marketing strategy, marketing, and sales material
- Specialist advice to optimise the roll out of the company's new ERP system
- Finetuning the business strategy via participation in the Entrepreneur's Programme CEO master class.

- Access to industry reports and support from a growth facilitator
- Upgrade to the company's website
- Digital support, challenging and supporting the business

"The support from the Entrepreneur's Programme removed a lot of the risk and uncertainty in the roll out of our new ERP system."

## International market potential

Testament to the company's commercial potential was winning the International Society for Biological and Environmental Repositories (ISBER) most Outstanding New Product Award in May 2021. This international award recognises technical innovation, originality, impact, and value meeting a previously unknown market need along with the potential for use in therapeutic products as well as biobanks. All critical components to company development and growth under the new direct to market business strategy.