Epsilon Micro Devices - Fluid in the moment!

Microfluidic solutions and scientific tools exist in the biotechnology marketplace but are very costly...
State-run universities, smaller research facilities and citizen scientists, however, don’t have the budget of big commercial bio-tech enterprises to afford the necessary equipment and tools to make their research competitive.

Epsilon Micro Devices finds its niche...
... in providing alternative techniques and equipment to scientists, universities and research facilities that value affordability and convenience. By providing products of the same functionality priced below commercial products and by offering products that are less complex but more convenient and easy-to-use, Epsilon Micro Devices creates a new market opportunity for these groups. Epsilon envisions enabling these groups to further drive the field of microfluidics through interdisciplinary work in biology, electronics and mechanical engineering.

Epsilon has developed a range of products,...
...each product is targeted at different customers. Some of our products are:

• Oxygen Plasma Bonder: a device for inexpensive surface-modification for bonding micro-fluidic devices.
• Mother Machine Molds: Cast micro-channels to grow bacteria.
• Cell Minder: a refrigerated storage unit that has a programmable temperature control to adjust temperature inside for cell cultivation.

Our products are currently in different development stages...
While the first Mother Machine Molds have been shipped to customers, we are improving two of our working prototypes. In addition, we have several napkin sketches.

Our target markets are...

• small and medium-sized research facilities seeking to reduce costs
• bio-tech passionate DIY scientists and citizen scientists (25-60 years old with a university degree)
Cell university, community college and high school laboratories

Our business model...
... is based on a low cost strategy. By shifting focus from design to features, Epsilon manages to offer products with the same functionality at a fraction of the price of commercial manufacturers while still operating at a profit. Through direct sales on our website and Amazon and eBay – which would both serve as sales and marketing platforms – we can further reduce costs.

Our team...
... leverages diverse skill sets of John Waynelovich, CEO and Ph.D. candidate in Biomathematics, Tanja Muetze, Director of Marketing and recent Master of International Business graduate, as well as Pieter van Niekerk, Chief Operating Officer and Bioengineering undergraduate.

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Find more information on www.epsilonmicrodevices.com