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|  | Your organisation | Your role |
| Title | Bio Tairawhiti (BT) | General Manager |
| Description | * You are a locally-based biotech start-up headquartered in Easternville. * You work to grow, harvest, process, and market high value bio-based products from the local region. | * You are a senior manager with a staff of 12 people who are all based in Easternville. * You are looking to expand your business operations and are investigating expansion into the Eastern or Sunrise regions. |
| Goals | * Build a commercialisation bridge between science and real life. * Bring the health benefits of the country’s superior bioactive compounds to the world | * To make connections with and explore networking synergies with local tribes for business growth and employment opportunities. * To expand and manage successful business operations. |
| Values | * Do what’s right. * Challenge boundaries. * Collaborate and make it happen. | * A passion for natural health and animal products. * Passion for the four pillars of sustainability (culture, society, environment, and economics). * Hard work balanced with cautious risk-taking. |
| Relationships | * Government research institutes and universities. * Central and local government agencies and departments. | * Government and university researchers. * Central and local government economic development advisors. * Local community leaders. |
| Resources | * You have a strong balance sheet and are generating sizeable profits. * You are prepared to invest $2M to expand the business. |  |
| You are here because … | You see a growth opportunity in partnership with locals to capitalise on a revitalised catchment with native species that can be ‘harvested’ for high value pharmaceuticals, nutraceuticals and other health and veterinary bio-based products. | You want to make connections with environmentally- and business-oriented people in the catchment. You are interested in discovering new avenues to expand current production or move into new bio-based products in cooperation with locals. |