

## CMTC'S PARTNERSHIP HELPS INSTANT BIOLOGICS GROW THEIR CUSTOMER BASE AND INCREASE SALES

**ABOUT INSTANT BIOLOGICS LLC.** Founded in 2018, Instant Biologics manufactures effervescent tablets that convert chemical and biological water-based products into compact, lightweight, waterless concentrates, helping to reduce costs, carbon footprints, and waste throughout the entire supply chain - from packaging to shipping to storage. The company's eco-friendly, patented delivery mechanism has applications across nearly every category of consumer products for people, pets, and plants.

**THE CHALLENGE.** During Instant Biologics' annual review, the company's co-founders recognized the need for assistance with strategic planning and marketing. Specifically, Instant Biologics sought help with brand positioning, creating a new website, and ensuring that their brand's look and feel remained consistent across multiple product categories as the company continued to scale.

**MEP CENTER'S ROLE.** By designing and conducting consumer research, CMTC helped Instant Biologics gain key consumer insights and make strategic decisions. CMTC refined the brand's positioning and key messaging, and developed the corporate architecture and style guide to assist Instant Biologics in implementing cohesive branding across all verticals. CMTC also collaborated with Instant Biologics to create a fresh website, video content, and packaging concepts to elevate the company's brand and enhance credibility with potential B2B customers, strategic partners, and funders.

"The CMTC Team provided solutions of the highest quality to the business challenges we addressed with this project. The monetary and strategic benefits of this project well exceeded the investment, and the returns will continue over the next 1-3 years. It was a pleasure working with this team and I would offer my highest recommendation."

-Jeff Robbins, Co-Founder

## RESULTS



Estimated Sales Increase over the next three year:  
**\$2,000,000**



Forecasts: **\$90,000** in Cost Savings



**5 jobs added/6 jobs retained**



Estimates **\$200,000** in New Products/Processes



Est:\$200K in equipment, **\$11K** in IT, \$15K in workforce dev./employee training,\$100K in other areas.

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