



**KeyGene**  
**InnovatorsClub**  
Join the progress

member number

KIC - 2008.772

valid thru

10/2009

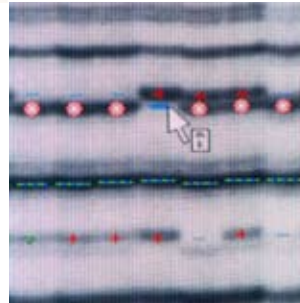
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## The KeyGene™ InnovatorsClub offers both strategic and practical solutions to meet current market challenges

The KeyGene™ InnovatorsClub is a new initiative that offers small and medium-sized breeding companies the opportunity to join forces in implementing molecular marker technologies for crop improvement. Significant investments by a number of powerful biotech seed companies, coupled with developments in the emerging agricultural superpowers such as China, India and Brazil, are increasing the need for breeding companies to strengthen their R&D and innovation processes. KeyGene's new initiative offers members the opportunity to share investment costs and provides access to up-to-date information on DNA technologies for molecular breeding and Quality Control.



## Access to molecular breeding technologies and optimal software solutions

### How to join the progress?

Joining the KeyGene InnovatorsClub starts with a three-year membership. This period is necessary in order to build a strong relationship with KeyGene and the other members of the initiative.

For a yearly membership fee, you will be challenged right from the start to benefit from KeyGene's know-how and molecular breeding expertise. Collaborative projects with other members of the InnovatorsClub are encouraged, but bilateral projects with KeyGene that yield directly applicable results for your breeding programs are also possible. Apart from these applied research projects, your membership of the InnovatorsClub will bring you many more advantages.



Stay tuned to the molecular breeding developments relevant to your business

#### Benefits of membership

Membership gives you the status of a priority customer of KeyGene, meaning that your research projects will be executed with priority, at 10% discount rate, and also with a sharp eye on expertise and knowledge dissemination.

#### 'Membership only' website

Through your membership you will have direct access to the KeyGene InnovatorsClub website. This website facilitates direct contact with your account manager, who will provide consultancy on questions arising from your breeding programs. Questions about new techniques, for example, or the feasibility of new project ideas, the most price-competitive strategies, and how to solve your bottlenecks. It is also possible to contact other members of the KeyGene InnovatorsClub in order to start a new discussion or discuss joint projects.

#### Software

Members will have access to KeyGene's software packages and enjoy discounts upon purchase of this software.

#### Biannual workshops

Every year, two KeyGene InnovatorsClub workshops will be held. At least one of these workshops will take place at KeyGene's facilities in Wageningen, so that your personnel can visit the laboratories and molecular genetic facilities and meet with the KeyGene scientists. These workshops offer you hands-on experience with marker technologies, software demonstrations and know-how transfer.

#### News Alert

Members of the KeyGene InnovatorsClub will receive a monthly News Alert with updates on general research progress, evaluated technologies and applications, and relevant publications.



# Accelerate your breeding programs with molecular markers

## Molecular breeding projects

Your projects will make use of molecular breeding technologies and software packages available at KeyGene. Within the KeyGene InnovatorsClub various types of projects will be executed:

## Applied projects directly facilitating your breeding objectives

KeyGene has more than a decade of experience in using molecular marker technologies in many different organisms. You will obtain molecular markers that are applicable to your breeding program based on KeyGene's standard technologies, such as PCR assays, AFLP®, SSR and SNP detection. More advanced is the use of SNPWave® assays for multiplexed marker detection in crops. In this way, it is possible to enjoy a high level of support and services in Marker Assisted Breeding (MAB) and Marker Assisted Selection (MAS) and consequently accelerate your breeding programs.

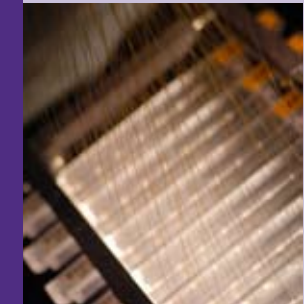
## Research projects

Research projects are more pre-competitive in nature. For example, population development, the discovery of new marker associations with disease resistance or other traits, or the development of diagnostic assays for variety identification, Quality Control or pathogen detection. Projects like these can be performed in close cooperation with KeyGene, but also with other members of the KeyGene InnovatorsClub.



## KeyGene™ your partner in innovation

KeyGene offers breeding companies its extensive and wide-ranging experience in molecular genetics, with a strong focus on innovation. KeyGene applies molecular genetics to create synergy, to produce higher efficiency and to innovate in plant breeding strategies. All new technologies and applications are developed in very close contact with our customers. KeyGene's long-lasting strategic collaboration with its shareholder companies (three vegetable breeding companies in the Netherlands, one in France and one in Japan) illustrates the profitability and success of this approach. These breeding companies apply KeyGene technology on a daily basis to breed new varieties. With KeyGene as your partner, it is now possible to create accelerated breeding for your breeding programs.





**Keygene N.V.**

P.O. Box 216  
6700 EA Wageningen  
Agro Business Park 90  
6708 PW Wageningen  
The Netherlands

T: +31 (0)317 466 866

F: +31 (0)317 424 939

[www.keygene.com](http://www.keygene.com)

**Keygene Inc.**

Rockville Innovation  
Center (RIC) – Suite 405  
155 Gibbs Street  
Rockville, MD 20850  
USA

T: +1 240 205 7083

[www.keygene-inc.com](http://www.keygene-inc.com)

**Contact:**

Mrs. Niclaudi Boons  
*Accountmanager KeyGene  
InnovatorsClub*

e-mail:

[Niclaudi.Boons@keygene.com](mailto:Niclaudi.Boons@keygene.com)

