

Launchpad Cohort 2 Feedback | Quarter 1

Patricia Chui, Carboniferous

Advisor: Patricia Chui

Organization/Affiliation: Self

Areas of Expertise: Marketing and communications

Launchpad Team Advised: Carboniferous

Overview of engagement

Focus on strengthening messaging and positioning for outreach related to the EPA MPRSA permit process and for creation of new pitch deck.

Conducted research for creating language that incorporates clear, consistent company messaging and drafted social media copy.

Challenges and obstacles

Slow nature of the EPA review process.

Successes and achievements

EPA moved Carboniferous' research permit to the [public comment period](#).

Completion of new pitch deck.

Crafting new public communications

Key work in the next quarter

Outreach to targeted groups to build support for Carboniferous as the permit moves to public comment period.

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Jeff Bowman, Carboniferous

Advisor: Jeff Bowman

Organization/Affiliation: Scripps Institution of Oceanography at UC San Diego

Areas of Expertise: Microbiology, biological oceanography

Launchpad Team Advised: Carboniferous

Overview of engagement

Facilitated access to a large, public sequence database from research cruises in Orca Bay (2022 and 2023) to enable thermodynamic modeling efforts by the Carboniferous team.

Challenges and obstacles

Successes and achievements

Assisted Carboniferous team with DNA extraction and submission of samples to the DOE's Joint Genome Initiative for sequencing.

Key work in the next quarter