

Andre Dayan

Vitrogen



“ I saw an opportunity to help spearhead the biotech industry in Latin America. ”

COUNTRY	Brazil
INDUSTRY	Health Care/Life Sciences
EMPLOYEES	70
YEAR SELECTED	2004
WEBSITE	www.vitrogen.com.br/

COMPANY SNAPSHOT

André has perfected test-tube calf technology and transferred it from the workbench to the livestock market. His firm, Vitrogen, took a small group of animals with coveted genetic profiles and began providing in vitro fertilization (IVF) services to elite cattle breeders. Although IVF was relatively well known, Vitrogen became a biotech pioneer in applying the technique on a commercial scale in the livestock market, and has retained its position as a major player both in Brazil and abroad.

Today, Vitrogen has captured 90% of the Brazil IVF market and 50% of the world market. André is truly leading a one-man revolution in cattle reproduction. He aims, in the future, to strengthen Brazil's leading position worldwide in beef exports, through large-scale use of his reproduction technologies to meat-producing herds.

ENDEAVOR AND VITROGEN

Endeavor helped André support the relocation of his business to Colombia, and help tailor his business model.

André has demonstrated commitment by helping to set up Endeavor Colombia, introducing volunteers and nominating entrepreneurs. He frequently speaks on behalf of Endeavor.