

Cellular Agriculture Society's Accomplishments (2018)

Launch

Our total launch budget was less than \$15,000, meaning that in the approximately two years it took to build CAS, getting the legal, accounting, website (quoted to be over \$40,000–50,000 itself), etc. totaled under \$15,000. It's worth noting that this is the reason it took about two years, but this, I believe, still stands as a testament to our efficiency with funds.

Design

We developed almost all of our design for CAS internally, including our logos, website, social media graphics, and decks. Beyond this we have been developing custom illustrations for animal agriculture vs. cellular agriculture in coordination with CAS Partners (see examples below).

[CAS custom illustration draft](#)

[Cellular Ag—Seafood](#)

[Animal Ag—Seafood](#)

Cleanmeat.info

We developed the independent, educational website [Cleanmeat.info](#). In addition to reaching (under current trends) tens of thousands of people annually, this site has been useful to our chapters around the world where students showcase this site on tablets during tabling events to educate academic peers (this avoids the printing of pamphlets, among other benefits). This is one of multiple use cases for this website, but its main utility will serve as introducing the general public to cellular agriculture and clean meat via an attractive digital platform for a modern audience. We find immense importance in this, as the first impression of people to clean meat/cellular agriculture is potentially world changing depending on the individual encountering the topic for the first time.

Media engagements

In our 4 month tenure since launch, we've engaged with over 15 media outlets and press outlets that have reached millions of readers thus far. We also engaged with multiple documentaries coming out later this year and next year on cellular agriculture, with multiple of these appearing on Netflix soon. We have also recorded multiple iterations of our podcast, the PodCAS, though we're not sure if a launch date of this year can be attained due to staffing limitations.

Speaking engagements

Excluding our advisory board, in our 4 month tenure since launch, we've had speaking engagements in the Netherlands, London, Chicago, Oxford, San Francisco, Massachusetts, including multiple university guest lectures at Harvard, Stanford, and University City of London.

Programming

While the full effect of our programming will likely not be actualized until full-time staff can manage various categorical areas, the innovativeness of programming at CAS ought to be noted since it was developed without close coordination with industry players, but upon launch had full support from virtually all cellular agriculture companies "as useful areas for NGOs to work on". The most common critique we have been told is that our programming is "too extensive", though I see this as primarily a financial problem over a management one. This is because the main bottleneck to having our programming full force (in addition to minor organizational factors) is to simply have the funding and team to carry the expansive programming out.

Infrastructure for CAS Collaborative Center

We designed and planned the infrastructure for the CAS Collaborative Center (C-Cubed). While development is still delayed by funding constraints, the most difficult challenge of designing and structurally planning this international volunteering platform is complete. Here a few example user interface builds below for the online platform:

[Example 1](#)

[Example 2](#)

Furthermore, we have dozens of highly skilled volunteers pre-registered to use C-Cubed upon its launch.

Course development

In addition to the first clean meat course we co-developed alongside the Good Food Institute (launching next month), we are in the process of working to start cellular agriculture & clean meat courses around the world. We have proposed a [tentative syllabus](#) to Harvard administration which may culminate in a course being taught next summer or fall 2019. My early conversations regarding the course/cell-ag generally with the dean of Harvard have been very promising.

General assistance to startups

We have helped match investors, advisors, and employees to early-stage clean meat startups (Higher Stakes, New Age Meats, Evolution Meats, Clean Research, Meatable, and an undisclosed French clean meat company), and have assisted startups with company naming, design needs, and general counsel. There are dozens of startups existent today in cell-based meat alone, and almost all of them that we've made contact with (upwards of 80%, since some stay in stealth mode!)—and definitely including the top 10 most-influential globally—would attest to us saying CAS has provided "general assistance." This ranges from pretty significant assistance (e.g., directly connecting them to an investor or new-hire) to smaller assistance (e.g., helping when they need a reference to a web developer, or speaking at a public event that they couldn't attend, on behalf of cell-ag).

CAS Chapter Program

We started ten CAS chapters at top-tier universities around the world, including in Japan, Mexico, and the U.S. We have [a page](#) on our website about our chapter division, but it needs to be updated to include some new chapters, including Rice University. These chapters have led grassroots campaigns—including the aforementioned tabling and holding events/panels with top speakers in the field—and are preparing and empowering CAS chapter leaders to be the next experts in the field.

Cellular Agriculture Textbook

As of very recently, we have started the initial book skeleton of the world's first cellular agriculture textbook. We were asked to lead this project by one of the world's top publishers. This will likely serve as an accomplishment to note next year, as we expect that it will be critical in developing sustainable university courses around the world.

Journal of Cellular Agriculture Research

CAS received early, strong support from the MIT Press to ultimately serve as the publisher of the Journal of Cellular Agriculture Research (JCAR). Progress is currently being delayed by a lack of funding for both the journal itself and a staffed director to manage it.