



FACT SHEET | JULY 2025

Captivate Bio - Scientific Solutions for the Life Sciences.



COMPANY PROFILE

Captivate Bio is a company with decades of experience in the development and commercialization for many of today's leading cell culture tools and stem cell brands. Located just outside Boston, MA, we are focused on meeting the rapidly evolving needs of scientists within the research, therapeutic, and healthcare communities. With a focus on cell and gene therapy, it is our mission to become a trusted, go-to supplier for new cell culture products, custom media services, and distribution support at an affordable price to all.

MORE INFORMATION







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SNAPSHOT

-  Launched in **January 2021**
Founded in Watertown, MA in 2020
-  Number of associates: **8+**
Women-led, employee-owned company
-  Founders have **45+ years** of combined experience in biotech and life sciences
-  Number of products: **500+**
Shipped first products in 2020
-  **90%** of products are made in the USA;
Number of countries served: **10+**
-  Research and GMP-grade products;
made in ISO-certified facilities

We are Captivate.

Captivate [v.]: To inspire trust, spark innovation, and engage the life science community through high-quality, captivating research solutions.

At Captivate Bio, the term “Captivate” defines our brand ethos — we aim to capture the attention and confidence of researchers by delivering reliable, niche, and forward-thinking products and services. Unlike industry giants, Captivate Bio represents a focused, human-first approach to scientific support, where every customer is valued, and every challenge is met with flexibility and passion. **We're big enough to deliver and small enough to care.**

KEY PRODUCTS & SERVICES

- **Liquid Media Solutions**
- **Small Molecules & Proteins**
- **Cell Culture Labware**
- **Custom Reagent Sourcing**
- **Contract Manufacturing**
- **Custom Media**
- **Marketing & Sales Programs**
- **Distribution & Logistics**

OUR CUSTOMERS



QUALITY ASSURANCE

- **US-based contract manufacturing & distribution**
- **cGMP & ISO-certified production facilities**
- **Global network of manufacturers for continuity**
- **Full quality documentation for every product**
(ex: COA, COO, TDS, and SDS)

OUR PARTNERS

LEADERSHIP

Over 40 years experience specializing in the commercialization and distribution of general cell culture, cytogenetics, stem cell, cell therapy, and diagnostic technologies.



Tanya Potcova
Founder & CEO

20 years in stem cell tools, medical device, and cell therapy market development and branding, extensive leadership experience.



Lori Oakes,
Founder & Managing Partner

20 years experience in distribution, operations, logistics, and customer support. Specializes in diagnostics and cell culture markets.

GLOBAL REACH

In addition to direct, we have established shipping channels in North America, Europe and Asia Pacific (including Poland, Germany, Singapore, and China).



OUR MARKETS

- **General cell culture**
- **Stem cell research**
- **Early-stage research**
- **Cell therapy research**
- **Cell manufacturing**
- **Vaccine research**
- **Biotech startups**
- **Cellular agriculture**