

2020 Gryphon's LAAIR Funding Program

Funded by OMAFRA via the Ontario Agri-Food Innovation Alliance

The Gryphon's LAAIR Funding Program provides financial support to University of Guelph researchers attempting to commercialize new technologies that will enrich Ontario's agri-food sector. Grants will be used to turn new technologies into innovations through disciplined, evidence-based market research, prototype development, product feature optimization, market analysis, business model design, value proposition enhancement, new venture creation, and customer discovery.

These grants provide targeted financial support to help researchers:

- Validate and confirm the market opportunity for a new technology by performing primary and secondary market research (Market Validation Grants).
- Develop and optimize a Minimum Viable Product (MVP) based on a new technology and remove any existing barriers that are preventing industry from adopting and commercializing such technology (Product Development Grants).

In 2020, one Market Validation and three Product Development Grants were selected to receive funding.

Market Validation Grants

Thomas Graham (\$20,000) - Conducting a market evaluation for a new agriculture water treatment technology.

Product Development Grants

Thomas Gadegaard Koch (\$100,000) - Developing ready-to-use stem cell therapy for the health and welfare of horses.

Bonnie Mallard (\$100,000) - Developing a colostrum product from High Immune Response (HIR™)/Immunity+ cows to support calf health.

George van der Merwe (\$80,000) - Developing reliable beer yeasts for craft brewing that can withstand challenging brewing environments and be reused (repitched) without sacrificing quality.