KTT and Gryphon's LAAIR

Town Hall Information Session

November 19, 2019
Agenda

• Introductions
• Overview of Alliance programs
• Administrative updates
• KTT funding program
• Gryphon’s LAAIR
• Q & A
Alliance Funding Programs

Knowledge Translation and Transfer
• Call opened October 30, 2019
• Proposals due December 18, 2019 at 1:00 p.m.

Commercialization
• Gryphon’s LAAIR (Leading to the Accelerated Adoption of Innovative Research)
• Proposals due December 18, 2019 at 1:00 p.m.

Highly Qualified Personnel (HQP) Scholarships
• Call for applications November 20, 2019

Tier I Research Program
• General project information and suggested peer reviewers due November 6, 2019
• Full proposals due November 26, 2019
New for 2019

• There are significant changes in the focus and administration of Alliance funding programs, including:
  • New OMAFRA research priorities
  • Development and submission of applications in the ‘Next Generation’ Research Management System
  • Research team member invitation process
  • New KTT Manual and sample KTT plans
  • No signed OR-5 forms needed
Research Priorities

- New approach to OMAFRA research priority setting in 2019
- Priorities align within the Ministry’s core businesses areas
- Research priorities have focus areas and specific research questions
- KTT Funding Program: proposals must address an established research priority but need not answer a specific research question.
Research Priorities

OMAFRA Research Priorities by Core Business

Core Business

Ensuring Protection and Assurance in the Agri-Food Sector
- Food Safety
- Animal Health & Welfare
- Plant Health & Protection

Providing Stewardship of Ontario’s Capacity to Produce Food
- Soil Health
- Water Quality & Quantity
- Sustainable Production Systems
- Productive Land Capacity

Fostering Economic Development of the Agri-Food Sector
- Competitive Production Systems
- Innovative Products & Product Improvement
- Trade, Market Targeted Sector Growth Opportunities
‘Next Generation’ Research Management System (NG-RMS)

New system under development that has improved security, administrative functionality and better user experience (we hope!)

Phased implementation:
- **New 2019 fall programming** will launch in NG-RMS
- **Active projects** will continue to be administered in the current RMS until data migration takes place. More details about this migration process will follow

We do not recommend that you use NG-RMS in Internet Explorer as some functionality does not work well
‘Next Generation’ Research Management System

To register in NG-RMS (users of current RMS system):
- Enter uoguelph.ca email address on the RMS login page
  https://omafra2.smartsimple.ca
- Select ‘Forgot Password’ and submit email address
- Check email and follow prompts to change password
- Contact rescoord@uoguelph.ca for assistance if needed

To apply:
- Log in to the NG-RMS and find the Tier I open call
- Click on determine eligibility and answer the eligibility questions
- Complete all tabs (Intent fields due November 6)
- Append supporting documentation in PDF format (letters of support, Value Assessment Plan if applicable)
Knowledge Translation and Transfer (KTT) Funding Program
What is KTT?

The transformation of knowledge into use through synthesis, exchange, dissemination, dialogue, collaboration and brokering among researchers and research users

Activities and strategies aimed at:
• building awareness of research findings,
• moving research knowledge into active use,
• enhancing research impact.
KTT Funding Program

**KTT Research Funding**: supports research projects that advance the science of knowledge translation and transfer (KTT) in the agri-food and/or rural sector(s).
- Maximum project duration: 2 years (24 months)
- Budget limit: $35,000 per year ($70,000 total)

**KTT Mobilization Funding**: supports outreach and/or engagement activities that support the dissemination, uptake and/or use of existing research to support Ontario’s agri-food sector and/or rural communities.
- Maximum project duration: 2 years (24 months)
- Budget limit: $20,000 per year ($40,000 total)

**KTT Initiative grants**: <$5,000 for a KTT activity that must be complete within 12 months of award.
How to Apply

Applications must be submitted online using the OMAFRA Next Generation Research Management System.

Applications are due by December 18, 2019 at 1:00 p.m.

Single stage application process:
• Reviewed by expert panel of researchers, government analysts and industry partners
• Review based on project merit, quality, value for money, and contribution to Ontario’s agri-food and/or rural sector.
Contacts for KTT Funding Program

Proposals and applications
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Senior Manager, Communications and Knowledge Mobilization
Office of Research, Agri-Food Partnership

RMS Support
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Research Programs Coordinator
Office of Research, Agri-Food Partnership
Gryphon’s LAAIR

Leading to the Accelerated Adoption of Innovative Research
Gryphon’s LAAIR - at a Glance

Application Deadline: 1pm on Wed 18 Dec 2019
Market Validation Grants: $20K for one year
Product Development Grants: $100K for up to three years
Total Funding Envelope: $350K available
Pre-Submission Consultation: See RIO Staff

Application: Written online using RMS
   Must provide supporting docs

Program Guides: Available online in RMS
Gryphon’s LAAIR Funding Program

Why
  Make the Ontario Agri-food sector more competitive

How
  Promote disruptive innovation
  Entice industry to adopt our research
  Help researchers cross the Innovation Gap
  Remove barriers that slow down commercialization
  De-risk new technology to accelerate the commercialization

What
  $20K to validate the market opportunity for your product
  $100K to build, test, and optimize a minimum viable product
Invention ≠ Innovation

Innovation doesn’t exist until you have a

Customer

Start Here

Technically Feasible

Economically Feasible

Desirable by Customers

Customer
Gryphon’s LAAIR Bridges the Innovation Gap

Gov’t Grants $

Market Validation Grants $20K

Product Development Grants $100K

TRL-1 2 3 4 5 6 7 8 9

Company Growth

Angel Investors $

Venture Capital $

IPO $

Industry $

Innovation Gap

Basic Research  |  Applied Research  |  Commercialization  |  Scale Up
Commercialization Cycle

- LEARN from feedback
- PIVOT to optimize your product to meet customers needs
- BUILD Prototypes and optimize
- MEASURE performance with real customers

Market Conditions & Customer Needs
Commercialization Cycle

- LEARN from feedback
- Market Conditions & Customer Needs
- MEASURE performance with real customers
- BUILD Prototypes and optimize
- PIVOT to optimize your product to meet customers needs

Market Validation Grants
Commercialization Cycle

Market Conditions & Customer Needs

- **MEASURE** performance with real customers
- **PIVOT** to optimize your product to meet customers needs

Market Validation Grants

Product Development Grants
<table>
<thead>
<tr>
<th>Criteria</th>
<th>Weight%</th>
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<tbody>
<tr>
<td>Market Problem Solved by the MVP</td>
<td>10</td>
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<tr>
<td>Industry's role in the project</td>
<td>15</td>
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<tr>
<td>Benefits to Ontario</td>
<td>10</td>
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<tr>
<td>How well do the researchers understand the industry or consumer problem that needs to be solved?</td>
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<tr>
<td>How is the degree of involvement of industry partners, stakeholders, and end-users in the execution of this market research project?</td>
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<tr>
<td>What is the potential impact and benefit of the MVP to the Ontario Agri-food industry, ecosystem and consumers?</td>
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<tr>
<td>How relevant is the experience and capability of the project team, collaborators and service providers?</td>
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<tr>
<td>What is the quality, clarity, feasibility and appropriateness of the work plan?</td>
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<td>How valuable are the benefits (expected deliverables) relative to the cost?</td>
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<tr>
<td>What is the suitability of the project considering the current TRL of the MVP?</td>
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<td>What is the probability of creating a sustainable competitive advantage?</td>
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<td>What's the probability industry will support (invest, adopt or participate in) future product development, upon completion of this market research project?</td>
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<tr>
<td>What is the overall quality, clarity and professionalism of the written proposal and especially the Executive Summary?</td>
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<tr>
<td>Total</td>
<td>100</td>
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<td>Benefits to Ontario</td>
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<tr>
<td>Research Team</td>
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<td>Work Plan</td>
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<tr>
<td>Cost Effectiveness</td>
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<td>Technology Readiness Level</td>
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<td>Competitive Intellectual Property</td>
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<td>Future Development and Adoption</td>
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<td>Communication</td>
<td>5</td>
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<tr>
<td><strong>Total</strong></td>
<td>100</td>
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Contacts for Gryphon’s LAAIR

Proposals and Applications
   **David Hobson**
   dhobson@uoguelph.ca or x58859
   Research Innovation Office
   Ichthyology Building (#92) on Christie Lane

RMS System Help
   **Vanessa Knox**
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   Research Programs Coordinator
   Ontario Agri-food Innovation Alliance

Online at the [Ontario Agri-Food Innovation Alliance website](http://www.agri-food.ca).
Questions?
<table>
<thead>
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<th>Research Priority</th>
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<tr>
<td>Food Safety</td>
<td>Zvonimir Poljak  <a href="mailto:zpoljak@uoguelph.ca">zpoljak@uoguelph.ca</a></td>
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<tr>
<td>Animal Health and Welfare</td>
<td>Stephen LeBlanc  <a href="mailto:sleblanc@ovc.uoguelph.ca">sleblanc@ovc.uoguelph.ca</a></td>
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<td></td>
<td>Zvonimir Poljak  <a href="mailto:zpoljak@uoguelph.ca">zpoljak@uoguelph.ca</a></td>
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<td>Plant Health and Protection</td>
<td>Mary Ruth McDonald  <a href="mailto:mrmcdona@uoguelph.ca">mrmcdona@uoguelph.ca</a></td>
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<tr>
<td>Soil Health</td>
<td>Laura Van Eerd  <a href="mailto:lvaneerd@uoguelph.ca">lvaneerd@uoguelph.ca</a></td>
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<tr>
<td>Water Quality and Quantity</td>
<td>Laura Van Eerd  <a href="mailto:lvaneerd@uoguelph.ca">lvaneerd@uoguelph.ca</a></td>
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<td>Sustainable Production Systems</td>
<td>Laura Van Eerd  <a href="mailto:lvaneerd@uoguelph.ca">lvaneerd@uoguelph.ca</a></td>
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<td>Productive Land Capacity</td>
<td>Kate Parizeau  <a href="mailto:kparizea@uoguelph.ca">kparizea@uoguelph.ca</a></td>
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<td>Mary Ruth McDonald  <a href="mailto:mrmcdona@uoguelph.ca">mrmcdona@uoguelph.ca</a></td>
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<td>Innovative Products and Product Improvement</td>
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<td>Manjusri Misra  <a href="mailto:mmisra@uoguelph.ca">mmisra@uoguelph.ca</a></td>
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<td>Alison Duncan  <a href="mailto:amduncan@uoguelph.ca">amduncan@uoguelph.ca</a></td>
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<td>Trade, Market, Targeted Sector Growth</td>
<td>Kate Parizeau  <a href="mailto:kparizea@uoguelph.ca">kparizea@uoguelph.ca</a></td>
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<tr>
<td>Opportunities</td>
<td>Manjusri Misra  <a href="mailto:mmisra@uoguelph.ca">mmisra@uoguelph.ca</a></td>
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OMAFRA Program and Priority Contacts

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Manager Information and Knowledge Management, Oswald Zachariah
oswald.zachariah@ontario.ca  226-820-4822

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<th>Research Analyst (RPC)</th>
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<tr>
<td>Food Safety</td>
<td>Susan Healey  519-400-6361 &lt;a&gt;<a href="mailto:Susan.healey@ontario.ca">Susan.healey@ontario.ca</a>&lt;/a&gt;</td>
<td>Barb Dillingham  519-803-1461 &lt;a&gt;<a href="mailto:Barbara.dillingham@ontario.ca">Barbara.dillingham@ontario.ca</a>&lt;/a&gt;</td>
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<td>Animal Health &amp; Welfare</td>
<td>Santiago Palacio 519-362-7261 &lt;a&gt;<a href="mailto:santiago.palacio@ontario.ca">santiago.palacio@ontario.ca</a>&lt;/a&gt;</td>
<td>Tieghan Hunt  519-400-1562 &lt;a&gt;<a href="mailto:tieghan.hunt@ontario.ca">tieghan.hunt@ontario.ca</a>&lt;/a&gt;</td>
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<td>Plant Health &amp; Protection</td>
<td>Robin Smart 226-962-2294 &lt;a&gt;<a href="mailto:Robin.Smart@ontario.ca">Robin.Smart@ontario.ca</a>&lt;/a&gt;</td>
<td>Barb Dillingham  519-803-1461 &lt;a&gt;<a href="mailto:Barbara.dillingham@ontario.ca">Barbara.dillingham@ontario.ca</a>&lt;/a&gt;</td>
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<td>Kelley Knight  226-979-0418 &lt;a&gt;<a href="mailto:Kelley.knight@ontario.ca">Kelley.knight@ontario.ca</a>&lt;/a&gt;</td>
<td>Luke Gartner  519-831-0321 &lt;a&gt;<a href="mailto:Luke.Gartner@ontario.ca">Luke.Gartner@ontario.ca</a>&lt;/a&gt;</td>
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<td>Innovative Products &amp; Product Improvement</td>
<td>Kelley Knight  226-979-0418 <a href="mailto:Kelley.knight@ontario.ca">Kelley.knight@ontario.ca</a></td>
<td>Kelly Jackson  226-979-0557 <a href="mailto:kelly.jackson@ontario.ca">kelly.jackson@ontario.ca</a></td>
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<td>Trade, Market Targeted Sector Growth Opportunities</td>
<td>Kelley Knight  226-979-0418 <a href="mailto:Kelley.knight@ontario.ca">Kelley.knight@ontario.ca</a></td>
<td>Luke Gartner  519-831-0321 <a href="mailto:Luke.Gartner@ontario.ca">Luke.Gartner@ontario.ca</a></td>
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<td>Santiago Palacio 519-362-7261 <a href="mailto:santiago.palacio@ontario.ca">santiago.palacio@ontario.ca</a> Susan Healey  519-400-6361 <a href="mailto:Susan.healey@ontario.ca">Susan.healey@ontario.ca</a></td>
<td>Tieghan Hunt  519-400-1562 <a href="mailto:tieghan.hunt@ontario.ca">tieghan.hunt@ontario.ca</a></td>
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<tr>
<td>Soil Health; Water Quality &amp; Quantity; Sustainable Production Systems</td>
<td>Rajib Hazarika  519-400-9482 <a href="mailto:rajib.hazarika@ontario.ca">rajib.hazarika@ontario.ca</a></td>
<td>Elin Gwyn  519-400-0959 <a href="mailto:elin.gwyn@ontario.ca">elin.gwyn@ontario.ca</a></td>
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