

# 2018 Gryphon's LAAIR Funding Program

Funded by OMAFRA via the Ontario Agri-Food Innovation Alliance

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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 2018, six Market Validation and three Product Development Grants were selected to receive funding.

## Market Validation Grants

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**Ali Dehghantanha** (\$20,000) - Security and resiliency of smart farming systems

**Helen Fisher** (\$20,000) - Market testing of new UofG table grape varieties in a farm market context

**Ian Tetlow** (\$20,000) - Market validation and cost analysis of scale up methods for production of industrial enzymes used for starch modification

**Michele Oliver** (\$20,000) – Market validation of a smart whole-body vibration attenuating cushion

**Rafael Santos** (\$20,000) - Market assessment of farmer's needs and opportunities for a carbon-sequestering slow-release nitrogen fertilizer

**Richard Heck** (\$20,000) - Assembly for multi-spectral optical imaging of large format soil and rock thin-sections

## Product Development Grants

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**George van der Merwe** (\$100,000) – Expanding sour beer production in Ontario

**Praveen Saxena** (\$100,000) – Microhazels: A novel industry for Ontario agriculture

**Wael Ahmed** (\$100,000) – Smart pumping technology for vertical farming