

# 2019 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 2019, seven Market Validation and three Product Development Grants were selected to receive funding.

## Market Validation Grants

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**Ashutosh Singh** (\$20,000) - Market validation of protein rich peach crisps and powder

**Julang Li** (\$20,000) - Market validation via registration of EGF containing yeast fermentation product

**Manickavasagan Annamalai** (\$20,000) - Market validation for "maple syrup encapsulated protein powder (MSEPP)" in domestic and international sectors

**Praveen Saxena** (\$20,000) - PTC+: A novel culture vessel for plant propagation

**Robert Hanner** (\$20,000) - Point-of-need qPCR assay for pathogens of concern in commercial greenhouse operations

**Simon Somogyi** (\$20,000) - An examination of consumers' perceptions and buying behaviour of smart food packaging and smart food cabinets in unmanned food grocery stores

**Thomas Koch** (\$20,000) - Market assessment of a stem cell service and therapeutic biobank for the equine industry

## Product Development Grants

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**Amar Mohanty** (\$100,000) – Compostable Thermoformed Vegetable Packaging from Ontario Waste Starch

**Art Hill** (\$100,000) – Development of a Soy-Based Fermented Cheese

**Mario Martinez Martinez** (\$100,000) – Manufacturing of Plant-Based Meat Analogues through High Moisture Twin-Screw Extrusion