

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 four Product Development Grants were selected to receive funding.

Market Validation Grants

Thomas Graham (\$20,000) – Regenerative Hypochlorination in Controlled Environment Agriculture

Product Development Grants

John Dutcher (\$40,000) – Vanishing Act - From UofG Discovery to Commercial Product (Water Soluble Facemask Technology)

Thomas Koch (\$100,000) – Standardization of equine cord blood-derived mesenchymal stromal cells for clinical trials and research

Bonnie Mallard & Art Hill (\$100,000) – Immunity+ Colostrum: Building a State-of-the-Art Colostrum Product for Better Calf Health

George van der Merwe (\$80,000) – Breeding stress tolerant beer yeast strains for enhanced fermentation capacity and product consistency