

Take a **fresh** look at us!

Dr. Nichola Harcourt

Ngāpuhi

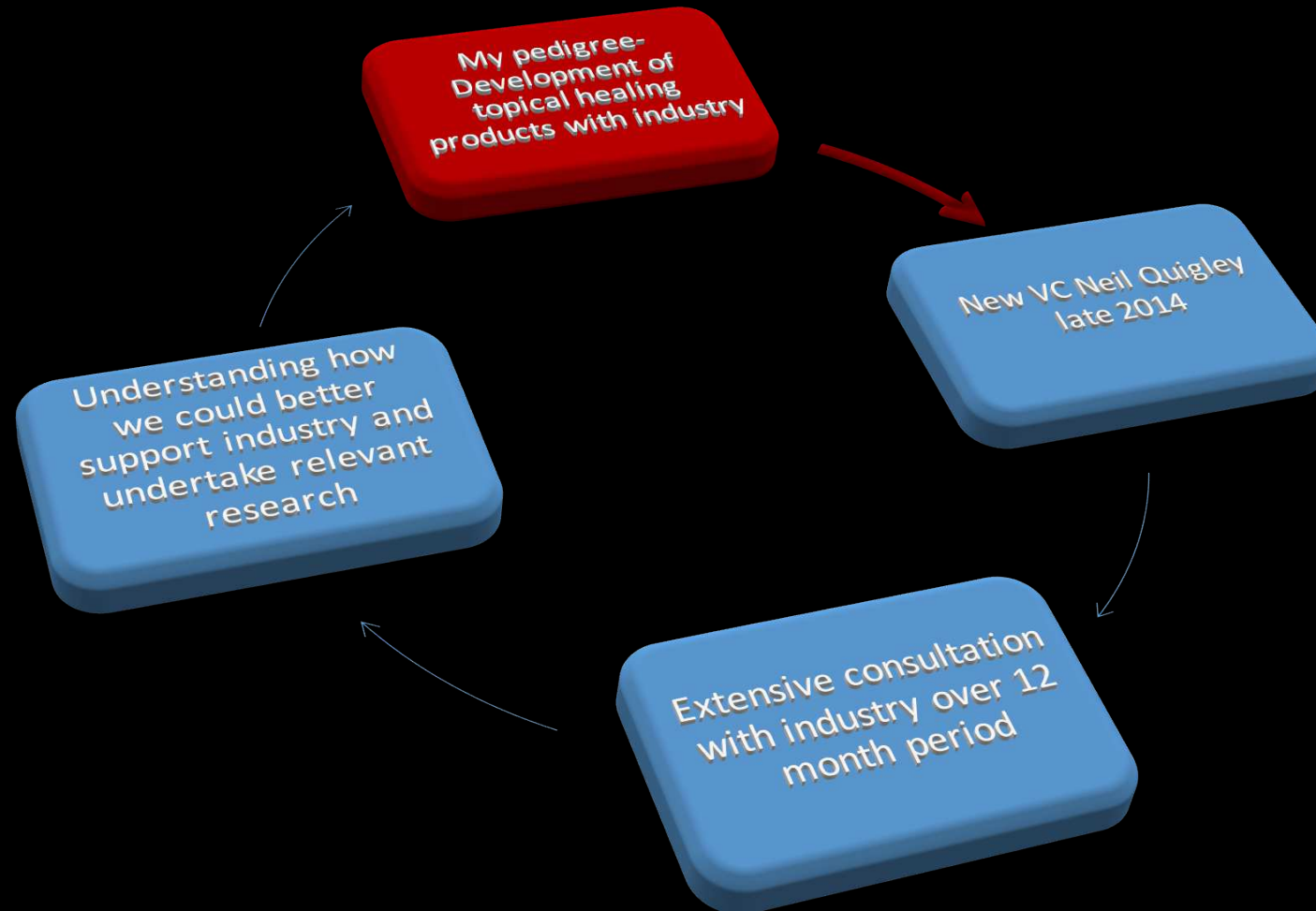
**Portfolio Manager-Natural Products/
Functional Foods
& Research Associate (Faculty of Science)**



Strategic refresh

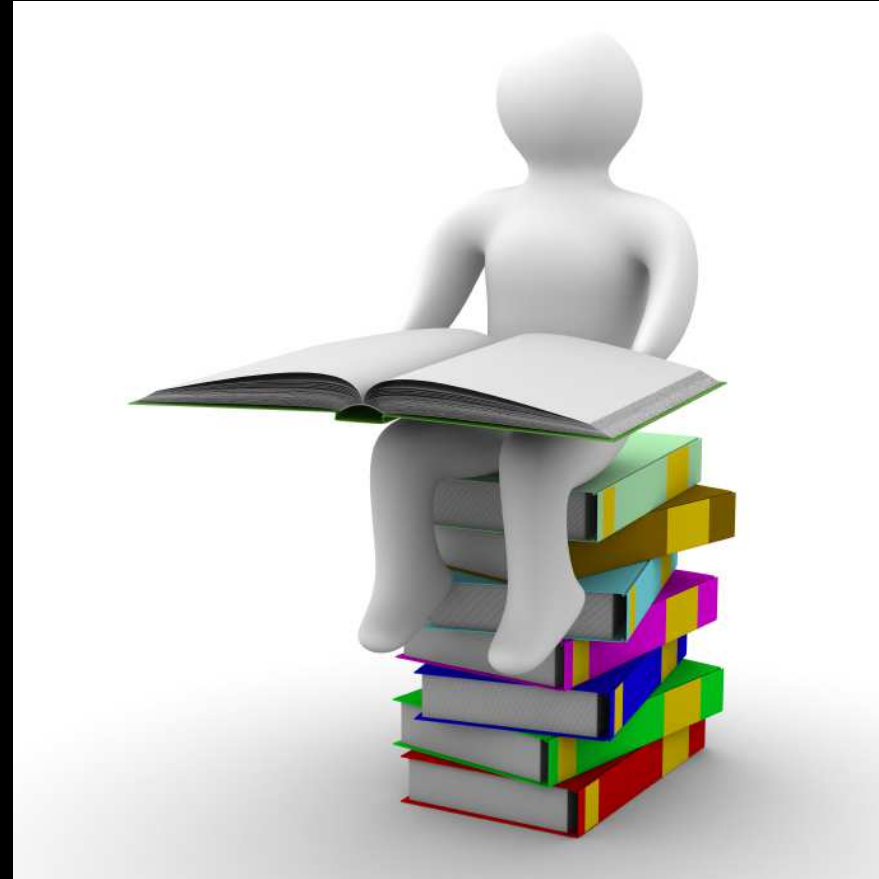


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Our new approach to industry engagement-customer focus

- I am the **first** point of contact
- **My role** is to match R&D capacity with industry need:
 - **Advise** on funding options-industry driven (e.g. C.I project grants) vs researcher-driven (e.g. MBIE)
 - **Advise** on experimental design and analysis
 - Ensure that projects are formally scoped with **clear** expectations and commitment on each side



I am responsible for:



- Finding creative ways to ensure that every \$ goes as far as possible in product devt
- Presenting a clear commercialisation model that is **easy** to understand
- Maintaining a focus on breakthrough step change research that is transferred to you **as soon as possible**, enabling industry validation while further research continues



We acknowledge the

- Significant contribution of industry channels to **market industry insight** product devt know-how
- That the contribution of primary/fundamental research in product devt **should not be overemphasised**
- Need to access your customer facing teams to **verify** that we have the right user requirements clearly defined



New strategy = new opportunities

Undergoing **strategic refresh**-partnership with strong customer focus

Alignment





Flexibility in how we work together :

- Fee for service (simple validation-scientific investigation)
- Collaborative project (co-development)



Our strengths include.....

- **Highly accessible** “test” population (e.g. elderly, athletes)
- Strong Māori identity and heritage, **extensive capability** in Vision Mātauranga
- **Cutting edge** high performance sports centre
- **Extensive expertise** in marine bioactives (Sulphur Point), carbohydrate chemistry (e.g. honey), milk proteins
- **State of the art** small animal (rodent) facility
- In the process of implementing a **certified** food grade testing laboratory





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Please contact **me** if you would like to discuss
your options further