New Image is sponsoring a Bioscience Enterprise student, Ellise Woon, who is doing a thesis on science academia / industry collaboration (summary below).

Ellise would like to speak to industry / academia on the topic as below:

I very much welcome any contacts that you think would assist in this project. Specifically, I am interested to hear the perspective of:
a) academic researchers working on dairy bioactives (eg: milk lipids, antimicrobial, probiotics etc.) - challenges working with industry, feasible stages of engagement etc.
b) industry analysts/industry groups who have experience working with academia - typical deal-structures engaged in (eg: licensing, contract research), challenges, stages of engagement etc.

Ellise can be contacted on:
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0210722922

Project brief description

Project title: Industry-academic collaboration in the dairy bioactive industry

Name(s) of Researcher(s): Ellise Woon

My name is Ellise Woon and I am a Masters in Bioscience Enterprise student at the University of Auckland. The Masters in Bioscience Enterprise program is a multidisciplinary biotechnology and business course focusing on the commercialisation, regulatory, financial, marketing and legal aspects of bioscience. As part of this program, I am also undertaking a 6-month internship at New Image Group, a NZ health and wellness company specialising in dairy-based nutrition products.

For my thesis project, I am looking at how private/public companies work with research institutions (e.g. universities, CRIs) in the dairy bioactive industry, focusing on (but not limited to) probiotics in dairy beverages. I am interested in knowing what works and some of the challenges facing researchers in this industry.

This project is funded by the Ministry of Science and Innovation (Proposal number: CONT-26346-CAPEDU-NEWIM; Contract ID: NEWI1102)

The objectives of my project are to:

- identify feasible deal-structures for industry-academic collaboration in the dairy bioactive industry;
- determine at which stage or in what area a dairy-based SME can engage with academia to improve the validity of research and bring the products to market faster; and
- understand the requirements needed to collaborate with academia.

Project background

Bioactives (eg: probiotics) are increasingly added to dairy food and beverages for their functional and nutritional value. The infant formula market presents significant opportunities for dairy-based food and drink manufacturers looking to develop innovative products for better infant nutrition.

Meanwhile, industry-academic collaboration is increasingly becoming an important driver of innovation in local and international environments. While various factors and models have been identified for business-

academic collaboration, knowledge of their underlying choices and processes that can determine collaborative success is still limited. Additionally, there is a lack of literature on industry-academic collaboration specific to the dairy-bioactive industry. This project attempts to explore these issues.

Significance of project

The information from this project is critical for NZ dairy-based companies seeking to develop value-added functional products and to deliver these new and innovative products to a range of markets. This work will improve the management of business-academic collaboration at an international level, as well as provide a strategic direction of foreign expansion for the internship company and other companies in the dairy bioactive industry. For the wider business and science practice, this research would also provide opportunities for early industry-academic linkages to commercialise dairy bioactives which would collaboratively benefit the NZ dairy bioactive R&D sector.