

# Business to business partnerships

## Background:

Marinova Pty Ltd is a progressive Australian biotechnology company focused on developing innovative medical and nutritional applications from marine plants. Marinova's research and development program focuses on fucoidans, sulphated polysaccharides derived from brown seaweeds. They use only high quality organic algae from sustainable sources in the world's cleanest oceans, and their proprietary extraction process produces a range of pure and chemically consistent fucoidan fractions - meeting international quality standards.

## Objectives:

Marinova asked IP Pragmatics to help them to identify international business partners who would be interested in incorporating the Maritech® range of ingredients into their products. The properties of the Maritech® ingredients include joint health, immune boosting, skin lightening and skin anti-ageing, antiviral and antimicrobial, anti-oxidant, and other positive health effects. Marinova and IP Pragmatics (IPP) agreed that the search for partners would concentrate on the following industries:

### Target industries

- Pharmaceuticals
- Nutraceuticals and supplements
- Over-the-counter healthcare
- Pet food & animal health
- Skin care cosmetics

## Approach:

Over more than 12 months, we have worked closely with the team at Marinova to identify commercial opportunities, and prioritise target companies within the different industry sectors. IPP have used our extensive networks, together with conferences and meeting attendance to approach suitable companies and gauge their level of potential interest in the Marinova ingredients. Once an

interest has been confirmed, we work with Marinova to put appropriate agreements in place, and facilitate discussions, face-to-face meetings, and the supply of materials for testing.

## Result:

As a direct result of the company approaches organised by IP Pragmatics, discussions have been opened with more than 10 multinational companies, in the UK, Italy, France, Denmark, the US and Japan. Several of these have progressed further, with sample materials being provided for testing and formulation.

Marinova has signed a letter of intent with a large multinational company which wishes to commercialise a product containing the Maritech® ingredient. Further discussions are continuing with other companies about additional product opportunities.

As these discussions progress, IP Pragmatics will provide contract negotiation support to Marinova as required.