



IP PRAGMATICS

Evaluation of global commercial opportunities and partner identification

Background:

GNS Science is New Zealand's leading earth science research institute and as such has unique access to some of the most diverse and extreme environments on earth. GNS Science approached IP Pragmatics for assistance in evaluating the commercial opportunities originating from their Extremophiles Research Group who have compiled a diverse collection of bacteria from hot springs and other geo-thermal features in New Zealand.

Objectives:

Specifically GNS Science wished to understand:

- What were the market opportunities for their extremophile collection and products derived from them?
- How could they generate commercial revenue from their collection?
- Could they produce a compelling value proposition to attract commercial partners?
- Which commercial companies should they be dealing with and how?

Approach:

Over 12 months IP Pragmatics worked closely with the Head of the Extremophiles Research Group and GNS Science's executive team to analyse the market, identify commercial opportunities for the extremophiles collection, anonymously approach companies and compile a plan for securing commercial revenue with the leading companies in the different market sectors. Having gained approval by GNS' executive team, IP Pragmatics organised face-to-face meetings between GNS and leading companies in Europe and US to discuss potential commercial relationships.

Result:

As a direct result of the company visits organised by IP Pragmatics commercial opportunities with 3 major multinationals were identified. GNS are currently negotiating commercial contracts with these companies.