

Commercializing New Ingredients As A Start-Up

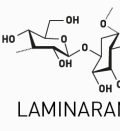
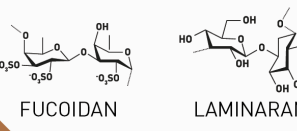
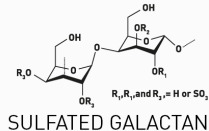
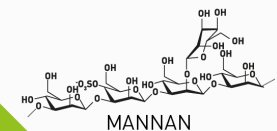
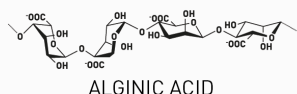
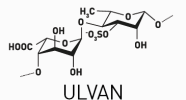
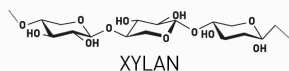
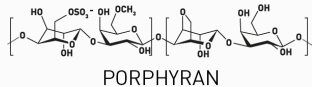
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Ocean Harvest Technology

Prebiotic soluble fibre derived from blends of red, brown, and green seaweeds:

- Functional Ingredients for both aquaculture and terrestrial animal segments
- Delivers improved performance by enhancing the gut microbiome

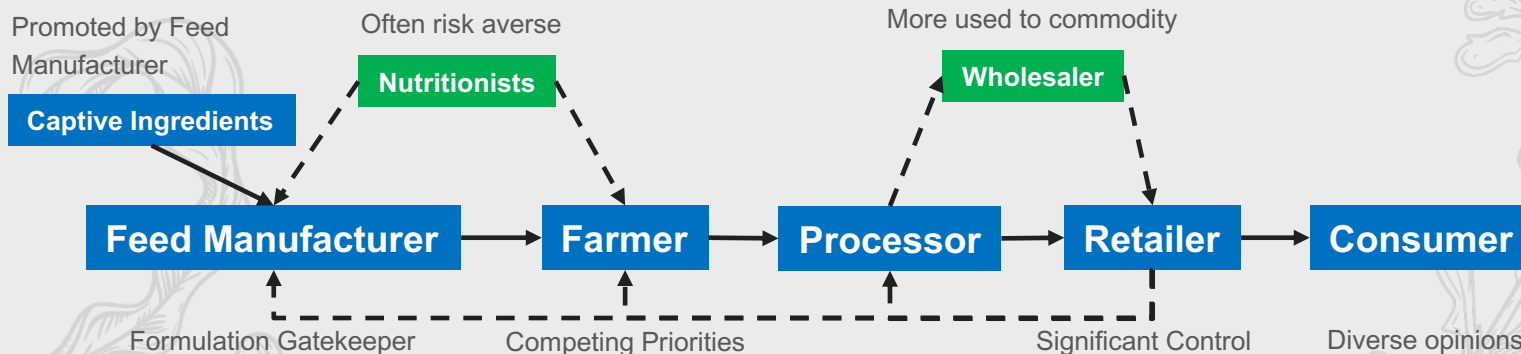


OceanFeed Aquaculture Applications

- Prebiotic performance improvement – applies across multiple fin-fish, and crustacean applications
- Mucus composition changes to influence sea-lice adhesion
- Premium final product
- Sustainable raw material, with huge societal benefit for coastal communities



Structure of Industry and Incentives



Structural Barrier To Entry

Not part of the existing supply chain ... Could be disruptive to one or more participants ... May add cost upstream to deliver benefits downstream

New Entrant Ingredient Supplier

How do we move to a faster adoption cycle?

New Entrant Ingredient Supplier

Easier



Harder

- Deliver something which reduces cost of feed – appeals to feed producer or farmer.
- Deliver something for overall farm profitability – appeals to farmer
- Deliver something which enhances consumer experience or expectations – appeals to retailer
- Create trans-industry group and manage value for all



Example Novel Innovation Success Stories



Global competition to recognize innovators achieving commercial volumes of Fish Free Feed.



Global ag-tech competition Agri T Jam leading to new technology adoption opportunities, and mentoring.



Example industry cooperation which achieved the first large scale algal DHA commercialization in salmon.



Summing Up



- Incumbent industry structure makes it tough for start-ups to commercialize new ingredients.
- Its necessary to challenge paradigms and the status quo, not enough to have a great product.
- Increasingly, industry is finding ways to create forums and partnerships to accelerate adoption, particularly as open innovation becomes prevalent.

... Just another day in the life of Ocean Harvest Technology

