Cameron Craigie
AgResearch Ltd.

Two Parts:

- A bit about Clarospec and its current status
- The commercialisation journey to date

Lamb By Design

CLAROSPEC

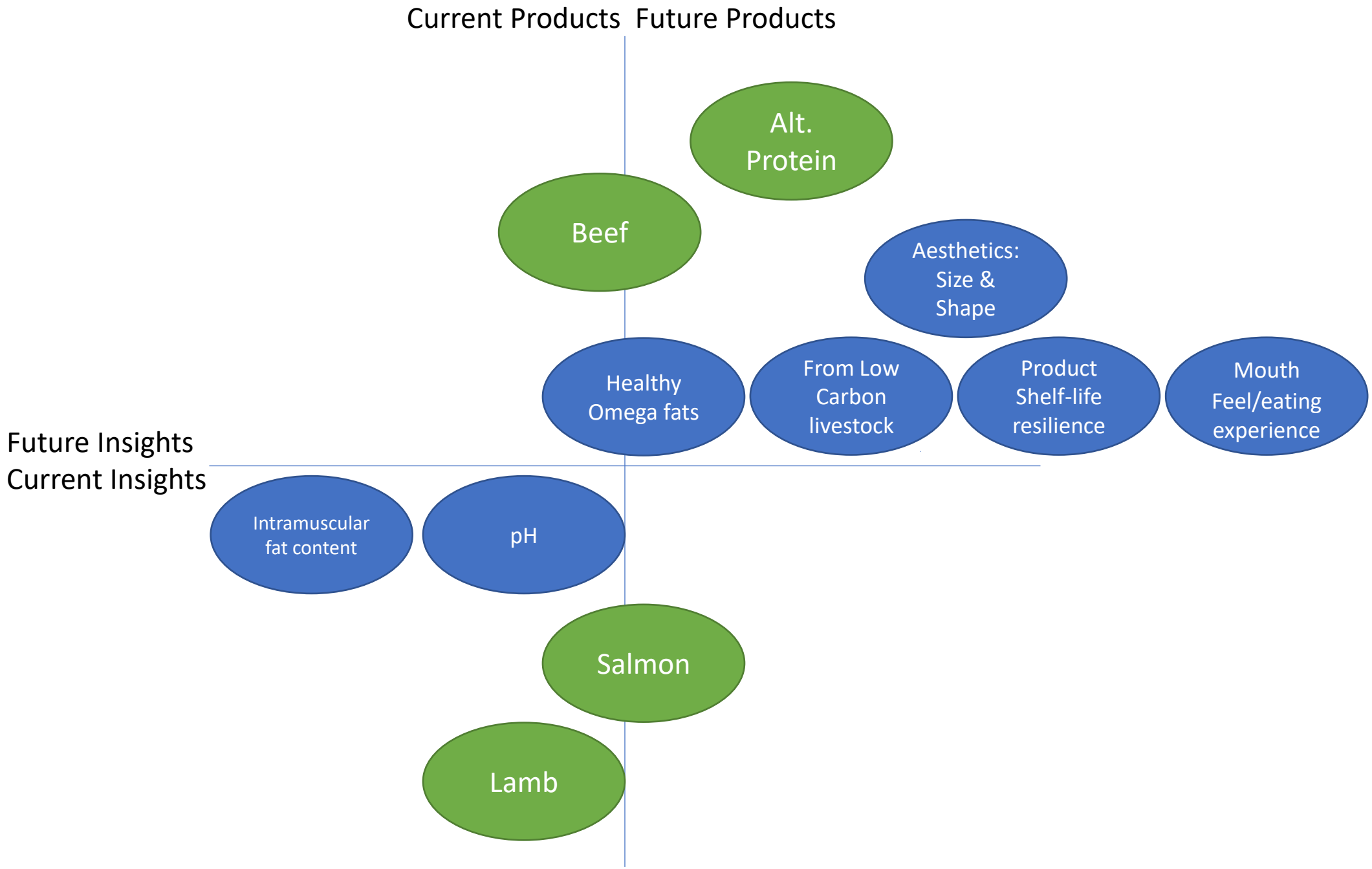
“See” product quality

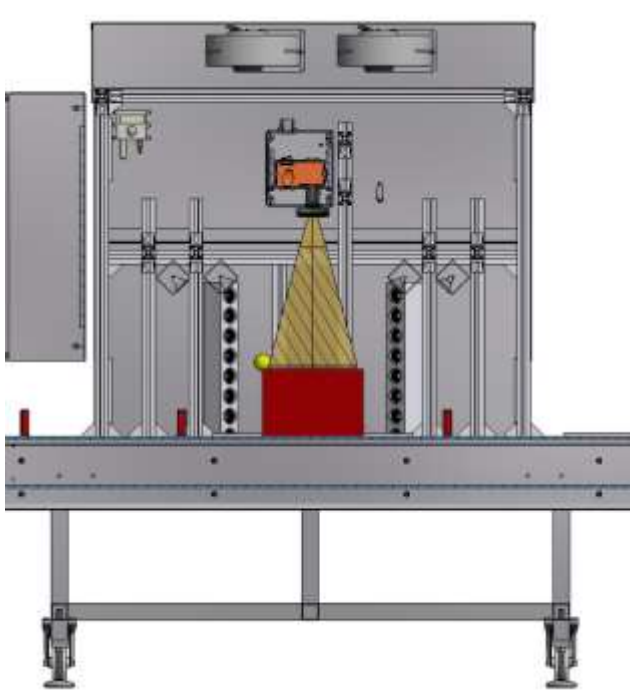
Hardware +

Software +

Prediction equations =

Insights of value

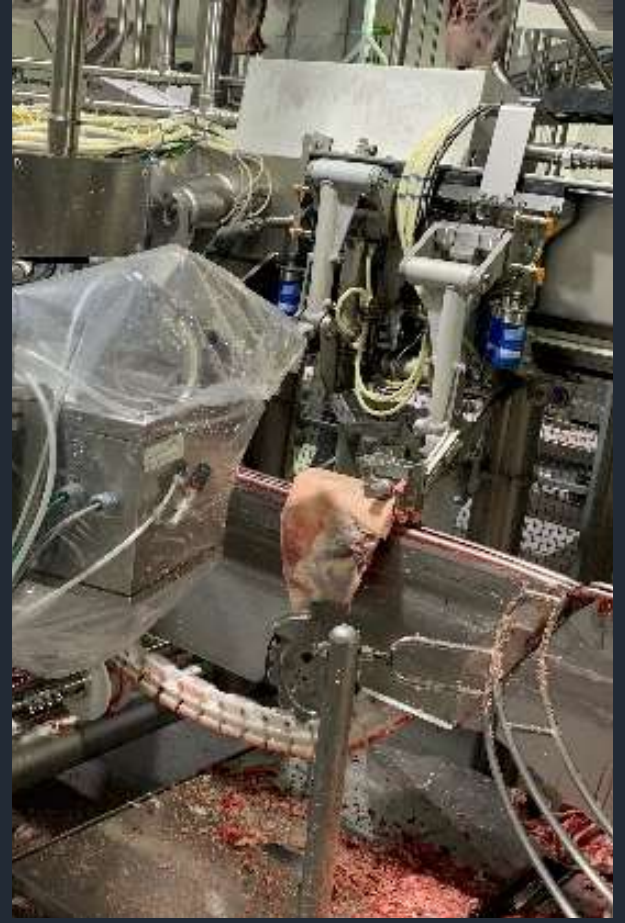

Current Products
Future Products
Alt. Protein
Beef
Aesthetics: Size & Shape
Healthy Omega fats
From Low Carbon livestock
Product Shelf-life resilience
Mouth Feel/eating experience
Future Insights
Current Insights
Intramuscular fat content
pH
Salmon
Lamb

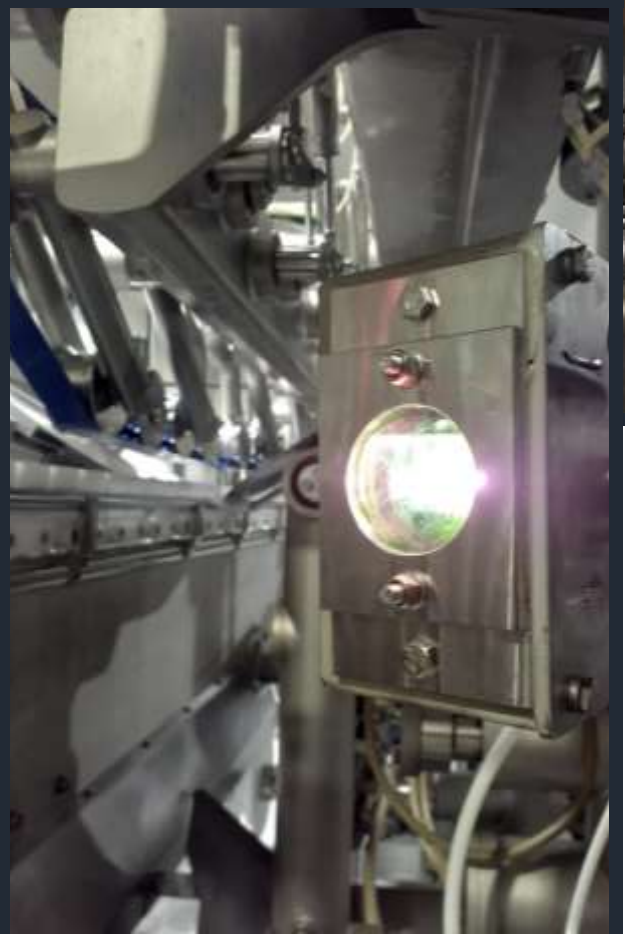


Clarospec® MVP pre-prototype evolution

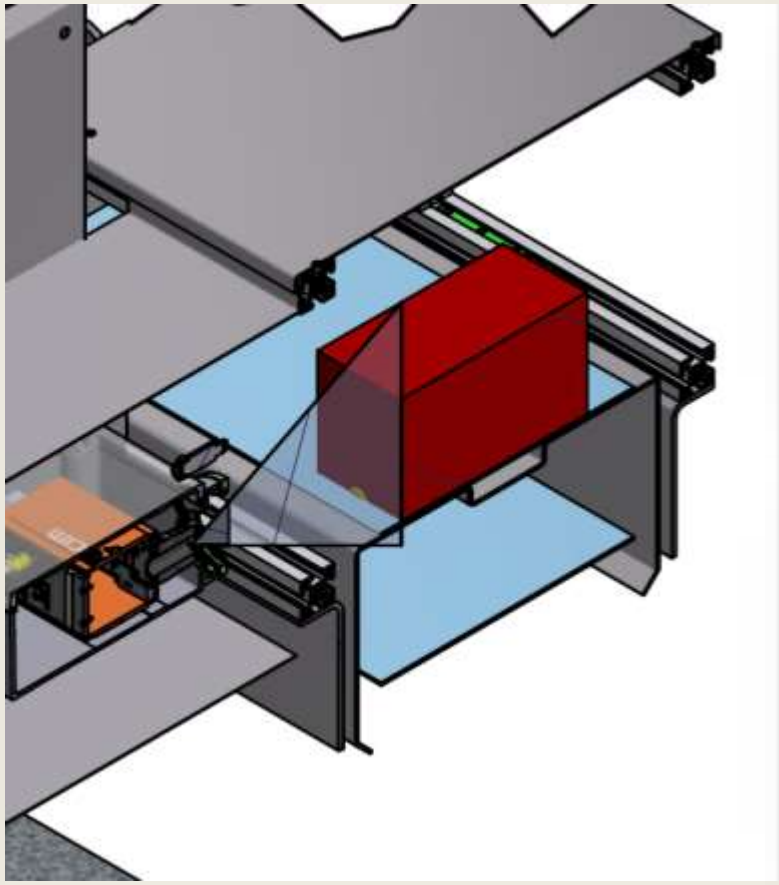
- Hyperspectral camera mounted over belt for Salmon and to the side for lamb saddles
- Portable system for use in food processing plants
- Designed to scan 10 lamb saddles per min
- Quality insight presented in real time. (Intramuscular fat content, pH)
- Data uploaded automatically to cloud database, connected to Plant database.

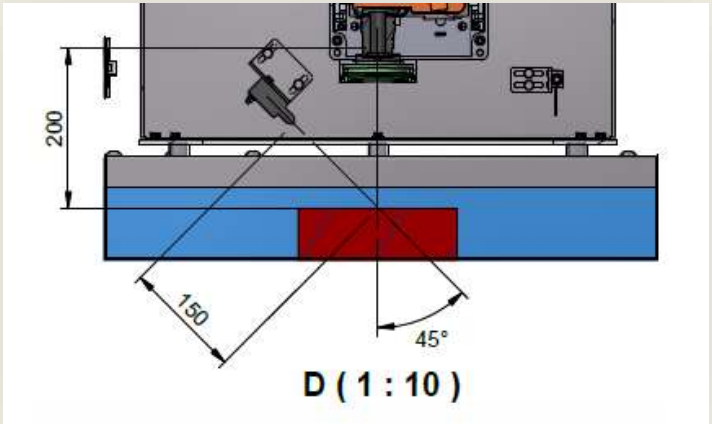
Clarospec® integrated into Scott Technologies LEAP4 Robotic system





Clarospec® Conveyor belt system for lamb saddles





Commercialisation Journey

- KiwiNet Emerging Innovator 2020
- Food Fibre Agritech Challenge 2021
- Sprout (2021 cohort B)
- Kellogg Rural leaders programme - 2022 ‘Research From the inside out – pathways to market for investigator-led research’
- KiwiNet, Tier 1 and 2, Spinout programme 2022-23

Research from the inside Out

- https://ruralleaders.co.nz/research-from-the-inside-out/

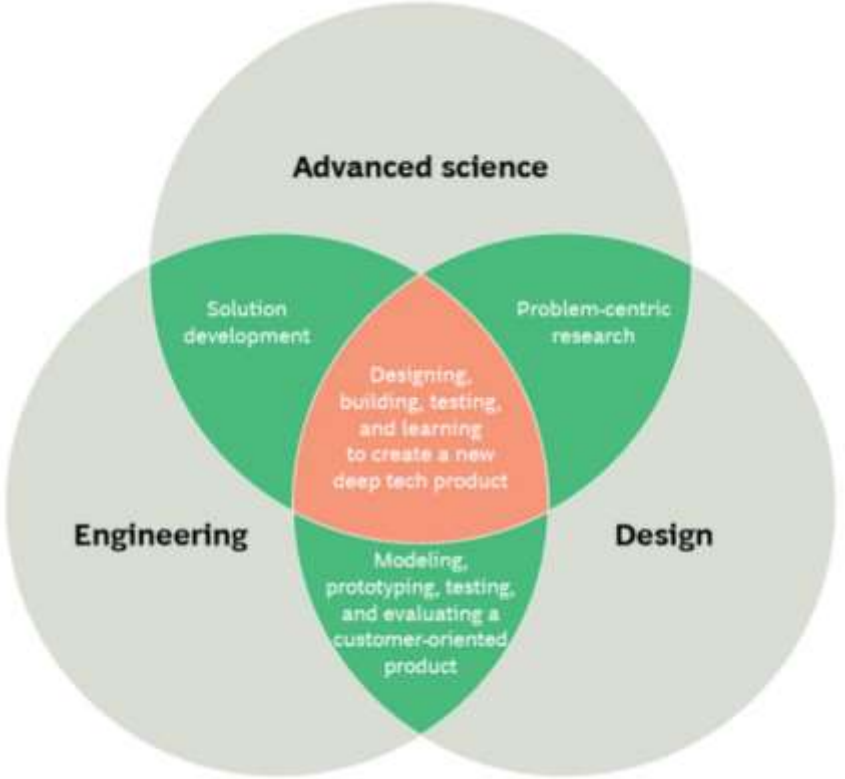
Research Questions:

1. How does an aspiring founder navigate their way to becoming a founder?
2. How can the chances of successful commercialisation be increased?

Key Observations

- Most technological development in public institutions in NZ is aligned to “Deep Tech”
- Silos largely counterproductive to Deep Tech
- Ad-hoc teams - setting the scene for poor communication and lack of trust
- Commercialisation not incentivized and has a low profile
- The IP or the execution - polarizing views
- Risk aversion is a barrier

“Deep Tech”



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Technology Transfer

- Problem: Public Good > Private Enterprise
- Tension: IP vs. Execution
- Resources: Capital, IP, Contacts
- Team: Complementary
- Personal: Passion, Drive, Mortgage?

- **Proposal**
- Mentorship
- Terms Sheet (start co-designing the terms early)
- CRM, Traction etc
- Get permission to act like a start-up

Team

Dr. Cameron Craigie

- Commercial & Meat Science
- 12 years experience in meat sector R&D
- meat industry networks & relationships

Dr. Mos Sharifi

- Mechatronics Engineer
- Multiple successful deployments of tech in industry

Dr. Sam Hitchman

- Physics, Medical imaging
- AI, image segmentation
- Modelling

Craig Squire

- Business Mentor
- law and investment banking
- Commercialisation and innovation, with a strong focus on market discovery

Dr. Cameron Craigie
https://www.linkedin.com/in/cameroncraigie/