



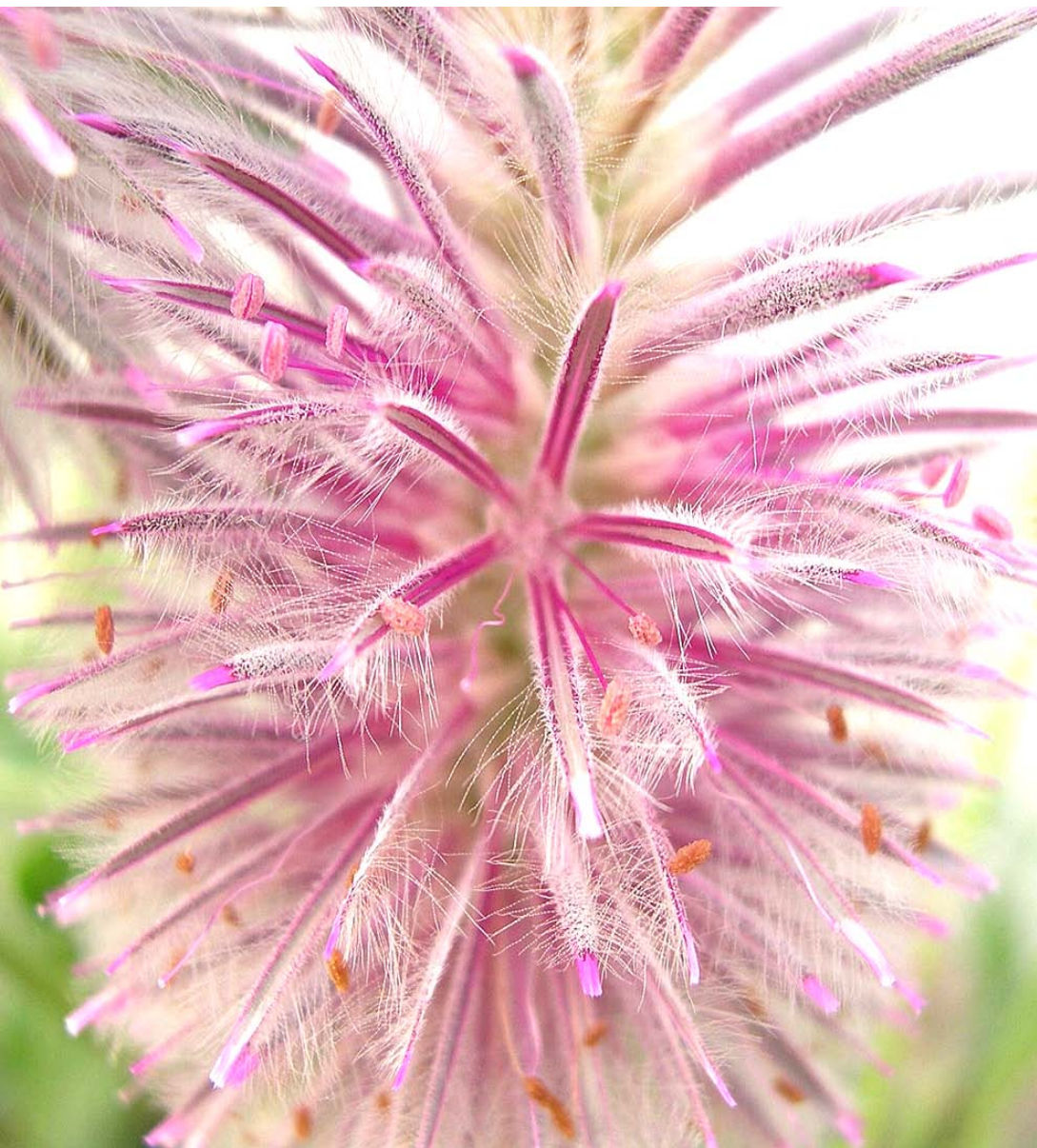
# Australian Angels Groups



# Australian Association of Angel Investors (AAAI)

- Established 2007
- **Brisbane Angel Group** – [www.brisbaneangels.com.au](http://www.brisbaneangels.com.au)
  - John McTaggart (Chairman)
  - Jim Kalokerinos
  - Stuart Gow
  - Ruth Drinkwater (CEO)
- Two investments with UniQuest to date
- Aussie Colours in 2008
- Progel in 2009 – co-investment with Uniseed





## Cameron Turner

Manager of Innovation and  
Commercial Development  
Natural Resources, Food, Agriculture  
and Vet Science  
UniQuest

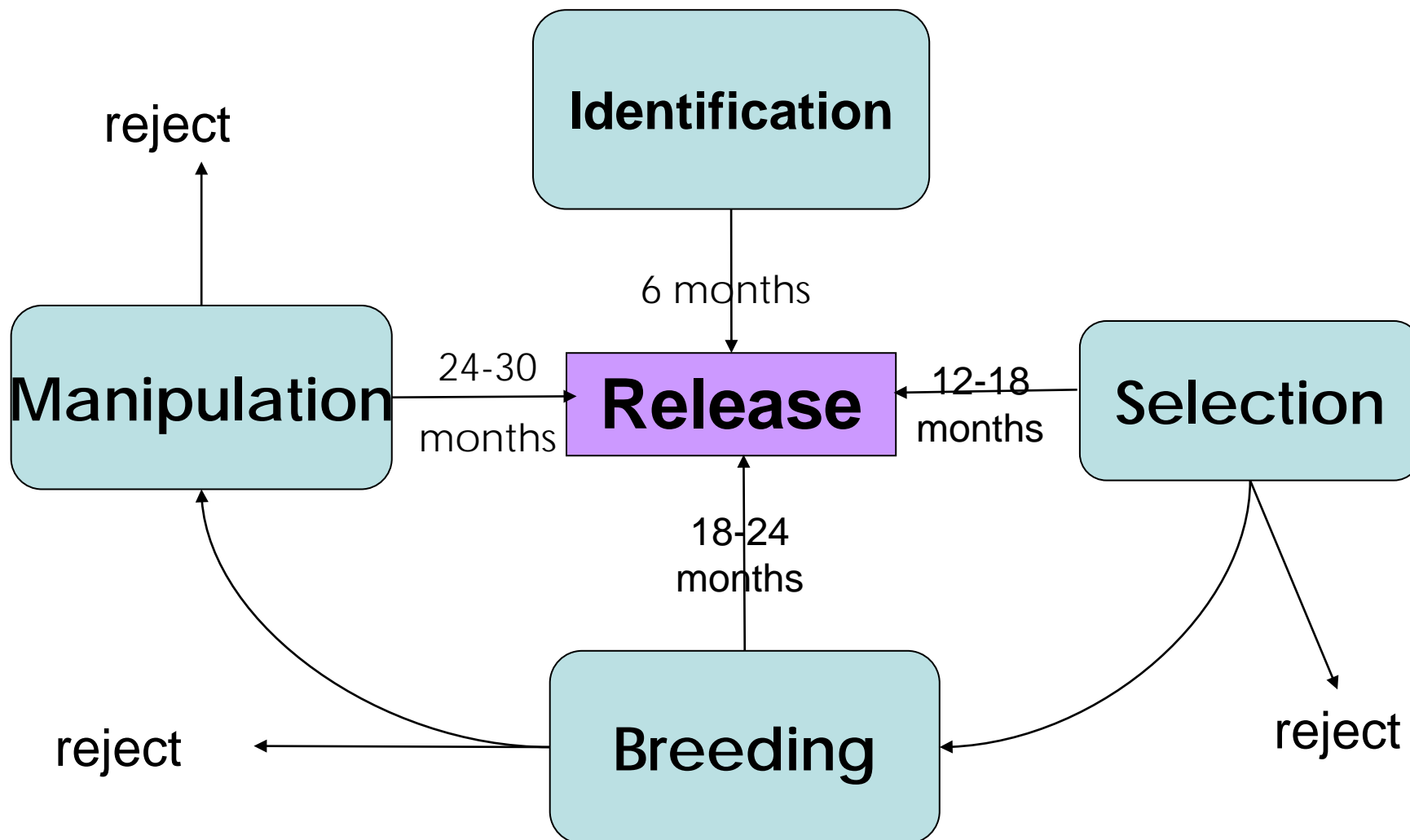
## Centre for Native Floriculture

- World leading native plant breeding team
- Funded by The University of Queensland and Queensland Development \$3m+ (2004-2009)
- Identifying plants with potential in the wild
- Develop the plants through breeding and mutagenesis

## Global Ornamental Flower Market

- Global sales of US\$70b (2003)
- Potted plants US(30%), Germany (20%), Italy, France
- US (2005) bedding plant sales US\$1.9b p.a. and flowering pot plants US\$808m
- Australian market bedding plants and potted colour valued at A\$262m (2003)
- Australian native cut flowers = \$440m globally
- Australia produces less than 10%

# Product Pipeline



# 1<sup>st</sup> Target Species - Ptilotus

1. *P. nobilis*
2. *P. axillaris*
3. *P. spicatus*
4. *P. Helipteroides*

## Intellectual Property:

Plant Breeders Rights

Plant Patent US



## Lead Product – Ptilotus Nobilis

- Water efficient
- Salt tolerant
- Adaptable
- Quick, long flowering
- Pot and bedding plant
- Cut flower and gift line
- Unique form and shape
- Australian



# Ptilotus Pipeline



# Calandrinia Pipeline




## Newcastelia interrupta





**Ozothamnus diotophyllus**



**Brunonia australis**



**Haemodorum coccineum**



**Rhodanthe floribunda**

## Aussie Colours Pty Ltd

- Company spun-out of UQ in 2008
- COMET funded business development activities
- Brisbane Angel Group invested \$240K in 2008 along with teQstart who invested \$225K
- Australian (Big W, Kmart and Bunnings) and US distributor sales



## Problems



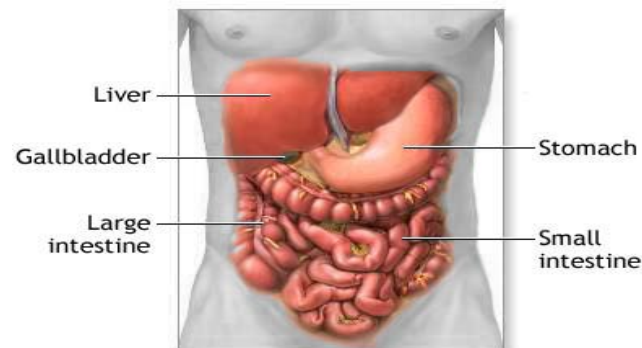
Shelf life extension



Taste & odour masking

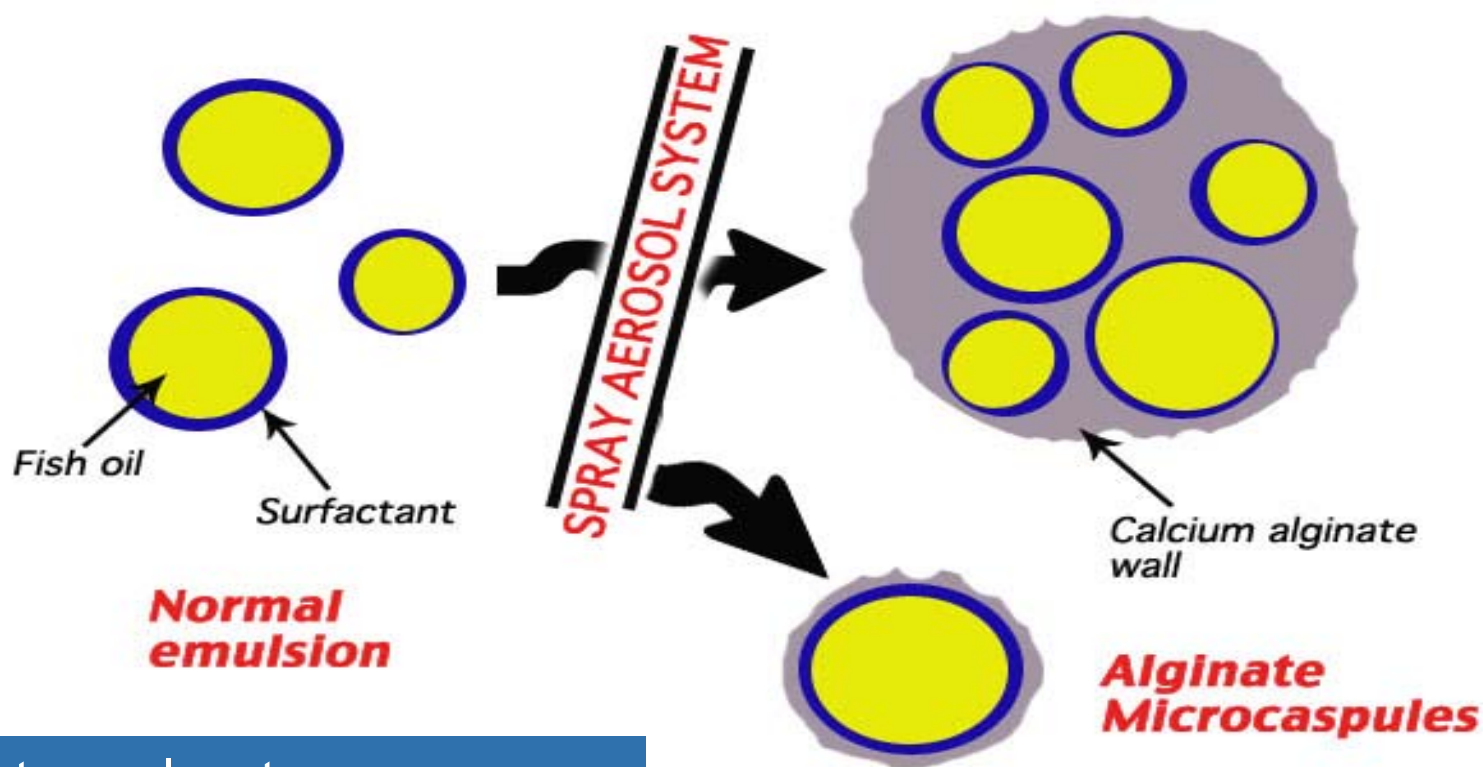


Protect the stomach



Targeted delivery & slow release

## Microcapsule system after encapsulation



- No heat or solvents
- Textureless
- Natural ingredients
- Low cost

# ProGel Business Strategy

## Current Target Markets



**Omega-3**

**US\$1233m**



Licensee 1  
Licensee 2  
e.g. Danisco,  
Clover



**Probiotics**

**US\$843m**



Licensee 1  
Licensee 2  
e.g. Danisco,  
Healthworld

## Future Target Markets



**Pharma**

**\$B+++**



Licensee 1  
Licensee 2  
e.g. Novartis,  
Intervet



**Vitamins**

**\$B++**



Licensee 1  
Licensee 2  
e.g. Golden  
Circle



**Cosmeceut.**

**\$B++**



Licensee 1  
Licensee 2

## ProGel Pty Ltd

- Intellectual property protected in 2008 as an Australian provisional patent filing
- Company spun-out of UQ in 2009
- COMET funded business development activities – industry validation studies
- Brisbane Angel Group and Uniseed co-invested \$250K in 2010
- Manufacturing scale-up under development

## Angel Investing

- Drivers for investment are different from traditional pre-seed and VC investments
  - “making a difference”
  - “giving something back”
  - “supporting entrepreneurs”
- Financial considerations maybe secondary
- Your business development engagement needs to be aligned to their drivers and expectations.