



Business to business partnerships

Background:

Based in NSW (Australia), the Good Gut Group is a new company that has developed a novel dough concept to offer superior functional bread and related grain products that are well tolerated by consumers with Irritable Bowel Syndrome (IBS). With a prevalence of 10-20% in Australia, Europe and North America the symptoms of IBS include; wind, bloating and abdominal pain after grain based food consumption.

The Good Gut Group's novel grain-based product concepts leverage recent low (i.e. Fermentable Oligosaccharides, Disaccharides, Monosaccharides and Polyols) FODMAP findings, with sound bakery principles, to offer an alternative, superior functional product opportunities to the market.

Objectives:

The Good Gut Group Pty Ltd is evaluating how to most effectively progress this technology. As part of these efforts the Good Gut Group asked IP Pragmatics (IPP) to help them assess and value the market opportunity and in parallel, to identify and approach international business partners, to support the commercialisation of the company's concept by product category or territory.

The Good Gut Group IBS friendly™ concepts target the following product categories:

Target categories

- Real bread
- Wraps that wrap
- Perfect pizza bases
- Al dente pasta
- Cookies that don't crumble

Approach:

Over more than 6 months, we have worked closely and become part of the team at the Good Gut Group to lead the business development activities. To date we have inputted into the company's strategic direction, IP position and R&D plans whilst

prioritising the companies to target globally. IPP has used its extensive networks, together with conferences and meeting attendance to approach suitable companies and gauge their level of potential interest in the Good Gut Group's novel concept.

Once an interest has been confirmed, we have worked with the Good Gut Group to put appropriate agreements in place, facilitate discussions, face-to-face meetings, and provide market insights to guide the company's strategy.

Result:

As a direct result of the company approaches organised by IP Pragmatics, discussions have been opened with a number of multinational companies, in the US, UK, Australia and Europe.

Several of these have progressed further, with confidential discussions, due diligence underway and sample materials being assessed.

As these discussions progress, IP Pragmatics will provide contract negotiation support to the Good Gut Group as required.