
FW: SleepDrops International Callaghan Funding Grant follow up

7 messages

Tony Vujnovich <Tony.Vujnovich@aucklandnz.com>

19 February 2021 at 17:58

To: "mark.robinson@callaghaninnovation.govt.nz" <mark.robinson@callaghaninnovation.govt.nz>

Hi Mark,

Are you dealing with this company, I understood you were dealing with Mark Olley, the previous manager.

Regards

Tony Vujnovich

From: Kirsten Taylor <kirsten@sleepdrops.co.nz>

Sent: Thursday, 18 February 2021 6:21 PM

To: Tony Vujnovich <Tony.Vujnovich@aucklandnz.com>

Subject: FW: SleepDrops International Callaghan Funding Grant follow up

Importance: High

Hi Tony, I hope you are doing great.

I am once again following up.

SleepDrops has heard back from AUT in respect of them doing some trials for us to develop products and open up new market opportunities.

Can you please get back to me about how to progress this?

I understand you may be busy and may not be the best person.

Could you please advise who we should get hold of or how we can apply for this support?

Thank you

Kind regards

Kirsten

From: Kirsten Taylor

Sent: Wednesday, 9 December 2020 4:45 PM

To: Tony.Vujnovich@aucklandnz.com

Subject: SleepDrops International Callaghan Funding Grant follow up

Hi Tony, I trust you are doing well.

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I am very keen to progress opportunities with research and grants and or match funding. We are working with the AUT research team and have 3 clinical trials proposed for the 2021 year.

Logically this is expensive from both a cash and an in house resource perspective.

We would gratefully accept any and all support that we can get.

How can we apply for and get funding support from Callaghan?

During our face to face meeting you suggested you were going to get someone who knew more about the natural health space to get in touch with us.

I am unsure how things have progressed between yourself and Mark, so I apologise if I am out of the loop but the last communication Mark and I had about this was that he had not heard anything as yet.

Is there something more you are awaiting from us?

Would you like to meet in person?

Thanks again Tony and I look forward to working out how we can research and bring new products to market for the betterment of NZ health and also NZ inc.

Kind regards

Kirsten

Thanks and Best Regards,

Kirsten



Kirsten Taylor

CEO and Founder

SleepDrops International Limited

Board of Directors – Auckland Business Chamber

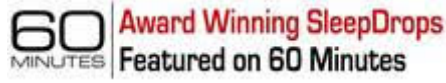
Trustee – Auckland Santa Parade Trust

1/75 Elllice Road, Glenfield, Auckland, 0629 New Zealand

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www.SleepDrops.co.nz





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From: Tony Vujnovich [<mailto:Tony.Vujnovich@aucklandnz.com>]
Sent: Tuesday, 22 September 2020 1:47 PM
To: Mark Olley <mark@sleepdrops.co.nz>
Subject: RE: SleepDrops International Callaghan Funding Grant

Hi Mark,

Thanks for the information, it's certainly worth taking the conversation further. Attached is a summary of the Callaghan Innovation grants, criteria and programs as well as a guide to help identify the projects core R&D.

I look forward to meeting you and Kirsten on Thursday.

Regards

Tony Vujnovich

From: Mark Olley <mark@sleepdrops.co.nz>
Sent: Tuesday, 22 September 2020 11:45 AM
To: Tony Vujnovich <Tony.Vujnovich@aucklandnz.com>
Cc: Kirsten Taylor <kirsten@sleepdrops.co.nz>
Subject: SleepDrops International Callaghan Funding Grant

Hi Tony-

Great timing with your call this morning thank you- I have sent a meeting invite for this Thursday at our offices 2 pm.

By way of introduction please review the links to our website and the following high level detail of funding requirements.

<https://sleepdrops.co.nz/>

<https://sleepdrops.co.nz/our-team/>

SleepDrops is a manufacturer of natural sleep supplements. We are an award winning company (NZ number one sleep category with pharmacies and supermarkets) specialising in the sleep category in the retail, wholesale and practitioner markets of NZ, Australia and the US. We have an aggressive growth strategy to expand export markets. We will discuss this strategy at our initial meeting.

SleepDrops international is looking for funding assistance from Callaghan for the following initiatives:

1. New product development
2. Clinical trials as a means to develop and expand into new markets with an initial focus on USA and Australia. We have already completed and been approved from a Regulatory perspective for Export expansion into these markets (TGA,FDA)

1-

SleepDrops International is looking to develop a new formulation that meets the needs of a large niche within the natural health sector. We need the formula to be highly effective and safe as well as licensable/patentable. We need to have clinical trials to prove efficacy.

The product is to be a natural health supplement utilising natural ingredients which are scientifically researched for pain relief but combined in a unique way. We want to develop this product specifically for people who have physical pain issues such as those following an injury, a fall, a car accident. These people will be visiting a practitioner for treatment and will be needing support for this pain and recovery.

As a natural health company that specialises in sleep we realise that pain is one of the main barriers to people experiencing insomnia and we see this as an area that is not being addressed within the retail and practitioner sector. With 27,000 allied practitioners in NZ alone we see this as an important area to develop and scientifically trial this product which can then be marketed to other practitioners around the world. Estimated cost of product development circa \$90k (TBC).

2-

We are looking to commission the AUT research department or Callaghan Innovation and commission 3 clinical trials at a cost of circa . Trials will establish the following results:

- Pain relief product with specific manufacturing processes that makes the product highly effective, unique and patentable.
- Scientific evidence to meet regulatory requirements for specific markets such as Korea, Japan and China.

Estimated cost TBC but estimated in the 100k region.

Regards

Mark



Sleep Smarter. Live Better.

Mark Olley
General Manager
SleepDrops International

1/75 Ellice Road, Wairau Valley, Auckland, New Zealand

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www.SleepDrops.co.nz



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Tony Vujnovich <Tony.Vujnovich@aucklandnz.com>

26 February 2021 at 09:43

To: Kirsten Taylor <kirsten@sleepdrops.co.nz>

Cc: "mark.robinson@callaghaninnovation.govt.nz" <mark.robinson@callaghaninnovation.govt.nz>

Hi Kirsten,

I understood from Mark Olley that he was working with Mark Robinson of the Health Sector Team at Callaghan. Mark Robinson should be able to update you on what progress was made.

Regards

Tony Vujnovich

From: Kirsten Taylor <kirsten@sleepdrops.co.nz>

Sent: Thursday, 25 February 2021 3:21 PM

To: Tony Vujnovich <Tony.Vujnovich@aucklandnz.com>

Subject: RE: SleepDrops International Callaghan Funding Grant follow up

Hi Tony, Did you introduce someone to Mark?

It is my understanding that we never got an introduction from you to connect with anyone.

If you did introduce someone to Mark, please send me that information and I will follow up with that person.

Thank you and have a lovely holiday.

Kirsten

From: Tony Vujnovich [<mailto:Tony.Vujnovich@aucklandnz.com>]

Sent: Thursday, 25 February 2021 1:22 PM

To: Kirsten Taylor <kirsten@sleepdrops.co.nz>

Subject: RE: SleepDrops International Callaghan Funding Grant follow up

Hi Kirsten,

Sorry for the slow response, I was trying to get a response from the Callaghan account manager who was working with Mark without any luck.

I'm on leave next week but could meet with you on Tuesday 9 February at 9.30 if that suits.

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Mark Robinson <mark.robinson@callaghaninnovation.govt.nz>
To: Kirsten Taylor <kirsten@sleepdrops.co.nz>
Cc: Tony Vujnovich <Tony.Vujnovich@aucklandnz.com>

26 February 2021 at 10:06

Hi Kirsten,

Apologies for the circuitous route it has taken to reach me. I had drafted a note to Tony updating him of contact with Mark but was on extended annual leave and out of the office and somehow missed sending it.

I am more than happy to touch base with you and pick up where things were left with Mark. I originally spoke with Mark September last year and then followed up in October where we covered off the following:

1- New product development

2- Clinical trials as a means to develop and expand into new markets with an initial focus on USA and Australia. We have already completed and been approved from a Regulatory perspective for Export expansion into these markets (TGA,FDA)

Since that point I have had no further contact with Sleep Drops and had assumed the company was re-evaluating its R&D Strategy and hence would engage with Callaghan Innovation at the appropriate time which clearly is now.

I will give you a call this afternoon otherwise feel free to call me after mid-day today or by email at any time.

Ngā mihi,

Mark Robinson

Business Innovation Advisor

Health & Digital



Textile Centre, 1 Watt Street, Parnell, Auckland 1052

PO Box 2225 Shortland Street, Auckland

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Kirsten Taylor <kirsten@sleepdrops.co.nz>
To: Mark Robinson <mark.robinson@callaghaninnovation.govt.nz>
Cc: Tony Vujnovich <Tony.Vujnovich@aucklandnz.com>

26 February 2021 at 14:11

Hi Mark. I was told by Mark Olley there was no opportunity for support from Callaghan.

I found out this was not true.
Most disappointing.

I'd been keen to progress my product developments and clinical trials.

Thank you
Kirsten
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Kirsten Taylor <kirsten@sleepdrops.co.nz>
To: Mark Robinson <mark.robinson@callaghaninnovation.govt.nz>
Cc: Tony Vujnovich <Tony.Vujnovich@aucklandnz.com>

25 March 2021 at 15:56

Hi Mark, How are you?

I have left 2 messages on your phone since receiving your email below.

I really do urgently need assistance now.

It's been many months and AUT are on hold waiting to kick the trial off for us.

I am worried we are going to lose some elite athletes as they will head off to the Olympics.

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Please can I have some assistance.

I have a very exciting and innovative product range I wish to develop and help the world with.

I checked with Callaghan. My correct mobile number is on file but just in case you don't have it, it is:

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Thank you so much in advance.

Kirsten

From: Mark Robinson [mailto:mark.robinson@callaghaninnovation.govt.nz]

Sent: Friday, 26 February 2021 10:07 AM

To: Kirsten Taylor <kirsten@sleepdrops.co.nz>

Cc: Tony Vujnovich <Tony.Vujnovich@aucklandnz.com>

Subject: Re: SleepDrops International Callaghan Funding Grant follow up

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I will give you a call this afternoon otherwise feel free to call me after mid-day today or by email at any time.

Ngā mihi,

Mark Robinson

Business Innovation Advisor

Health & Digital



Textile Centre, 1 Watt Street, Parnell, Auckland 1052

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Mark Robinson <mark.robinson@callaghaninnovation.govt.nz>
To: Kirsten Taylor <kirsten@sleepdrops.co.nz>

26 March 2021 at 15:55

<https://gazette.govt.nz/notice>

Ngā mihi,

Mark Robinson

Business Innovation Advisor

Health & Digital

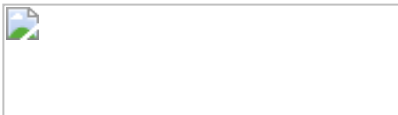


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Mark Robinson <mark.robinson@callaghaninnovation.govt.nz>
To: Kirsten Taylor <kirsten@sleepdrops.co.nz>

26 March 2021 at 16:06

<https://gazette.govt.nz/notice/id/2018-go4864>

Ngā mihi,

Mark Robinson

Business Innovation Advisor

Health & Digital



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