
RE: SleepDrops International Callaghan Funding Grant

2 messages

Tony Vujnovich <Tony.Vujnovich@aucklandnz.com>

7 October 2020 at 16:33

To: Mark Olley <mark@sleepdrops.co.nz>

Cc: Mark Robinson <mark.robinson@callaghaninnovation.govt.nz>

Hi Mark,

I see that you were already dealing directly with Mark Robinson at Callaghan before we met. It would be simpler if you deal directly with Mark on the grants and other R&D support as he is a specialist in this area.

Regards

Tony Vujnovich

From: Mark Olley <mark@sleepdrops.co.nz>

Sent: Monday, 5 October 2020 10:56 AM

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

Subject: RE: SleepDrops International Callaghan Funding Grant

Hi Tony

Could you give me a quick call when you have a chance-

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Im looking for some guidance on starting the application process for clinical trials

Regards

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

Sent: Thursday, 1 October 2020 3:48 PM

To: Mark Olley <mark@sleepdrops.co.nz>

Subject: FW: SleepDrops International Callaghan Funding Grant

Hi Mark,

Something I missed, we've got a fair bit of case study and regulatory touchpoint maps available on our HealthTech Activator website www.hta.callaghaninnovation.govt.nz

Regards

Tony Vujnovich

From: Tony Vujnovich
Sent: Thursday, 1 October 2020 1:15 PM
To: 'Mark Olley' <mark@sleepdrops.co.nz>
Subject: RE: SleepDrops International Callaghan Funding Grant

Hi Mark,

Further to our meeting regarding Sleepdrops planed R&D and Clinical trials. Attached is a Project Grant template and a guide to identifying core R&D. To get a better idea of the scope of the R&D and trials can you please draft section three of the application. This needs to be in technical terms as Callaghan needs to understand the technical challenges being faced. S3 will also enable be to work out who the relevant experts are at Callaghan.

You were also considering the Innovation IP program, you can learn more at - <https://www.callaghaninnovation.govt.nz/innovation-skills/innovation-ip>

The list of Service Providers is on that page

Is there anything I have left out? Please get back to me.

Regards

Tony Vujnovich

From: Mark Olley <mark@sleepdrops.co.nz>
Sent: Wednesday, 30 September 2020 9:05 AM
To: Tony Vujnovich <Tony.Vujnovich@aucklandnz.com>
Subject: RE: SleepDrops International Callaghan Funding Grant

Hi Tony

I'm just following up next steps to start the application process for a possible Grant for Sleep Drops- Have you any thoughts since our meeting as to how to proceed? We are very keen to get the Clinical trials underway

Regards

Mark

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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WESTPAC AUCKLAND
BUSINESS AWARDS 2014
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WESTPAC AUCKLAND
BEST OF THE BEST 2014
WINNER Best Emerging Business



Health 2000
Supplier Awards 2014
3rd Place - Best Execution



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

9 October 2020 at 08:44

Hi Tony and Mark

I'm new to the company so I'm not sure as to what communication has been made in the past.

Mark are you available for a quick call today?

[Quoted text hidden]

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)

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