



How we plan to reduce allergies

Kusal Perera

GM Business Development
& Innovation, Miraka



01

Open
Innovation
Partnership

02

Develop a
naturally
bioactive
GUMP

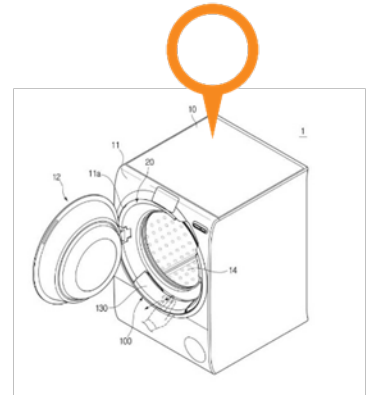
03

Provide
evidence of
efficacy

04

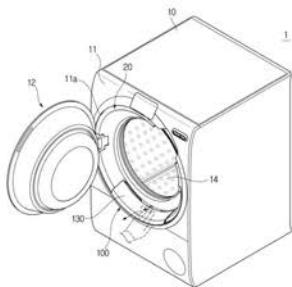
Collaborate to
commercialise

Science : reduce the risk of
children developing
allergies [asthma]

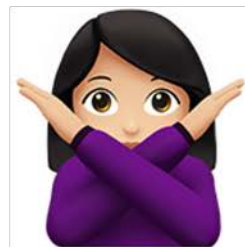


Commercial : use good science to
lessen the **impacts**
of asthma





disrupt



Context : 334M*



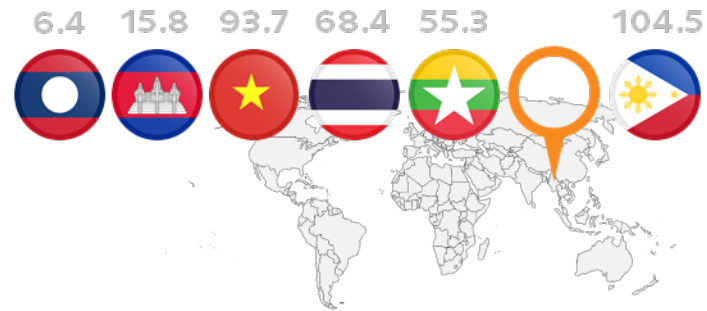
* The Global Asthma Report 2014

National
Science
Challenges

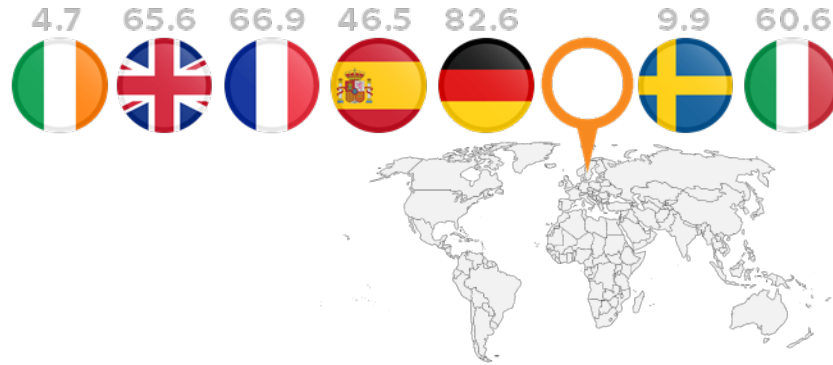
HIGH-VALUE
NUTRITION

Ko Ngā Kai
Whai Painga

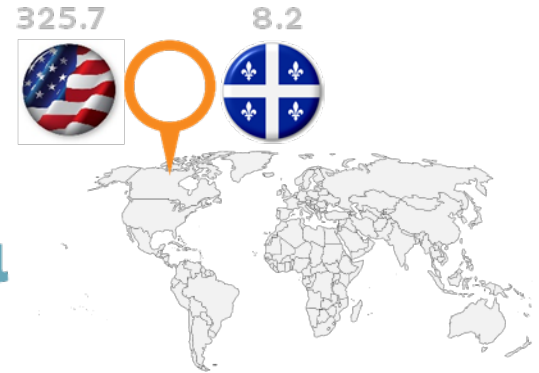
Context : Asia



Context : Europe



Context : North America



Symptoms:



COUGHING



WHEEZING



CHESTPAIN



ALLERGIES



FEELING TIRED



COLD

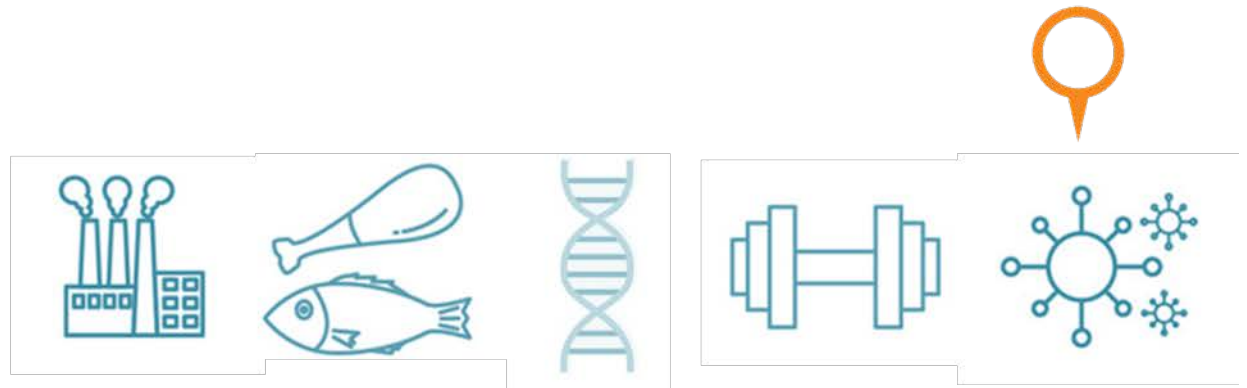


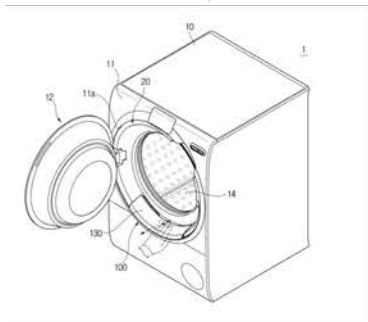
SHORTNESS OF
BREATH



TROUBLE WHILE
SLEEPING

Causality:





disru



Pharma:

The asthma therapeutics market in **Asia-Pacific** is expected to increase in value at a CAGR of 5.4% from \$4.1B to over **\$6B (2016-2023)***

* MarketResearchReports
(Asthma Therapeutics in Asia Pacific Markets to 2023)



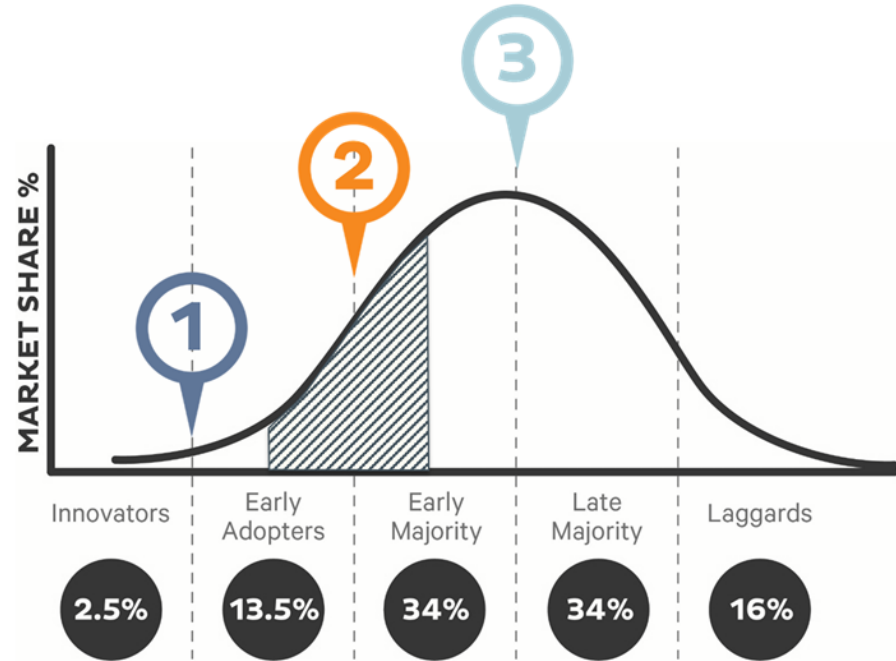
Nutrition:

Let food be thy medicine
and medicine be thy food.

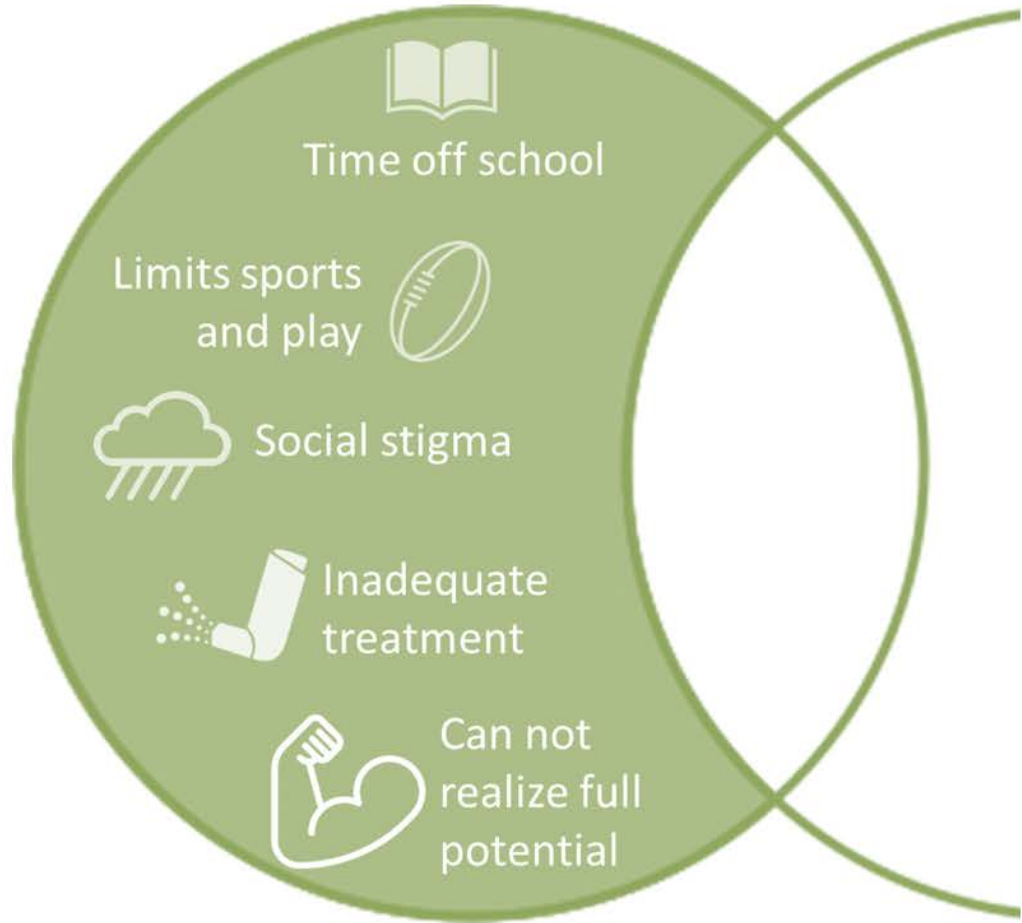
- Hippocrates

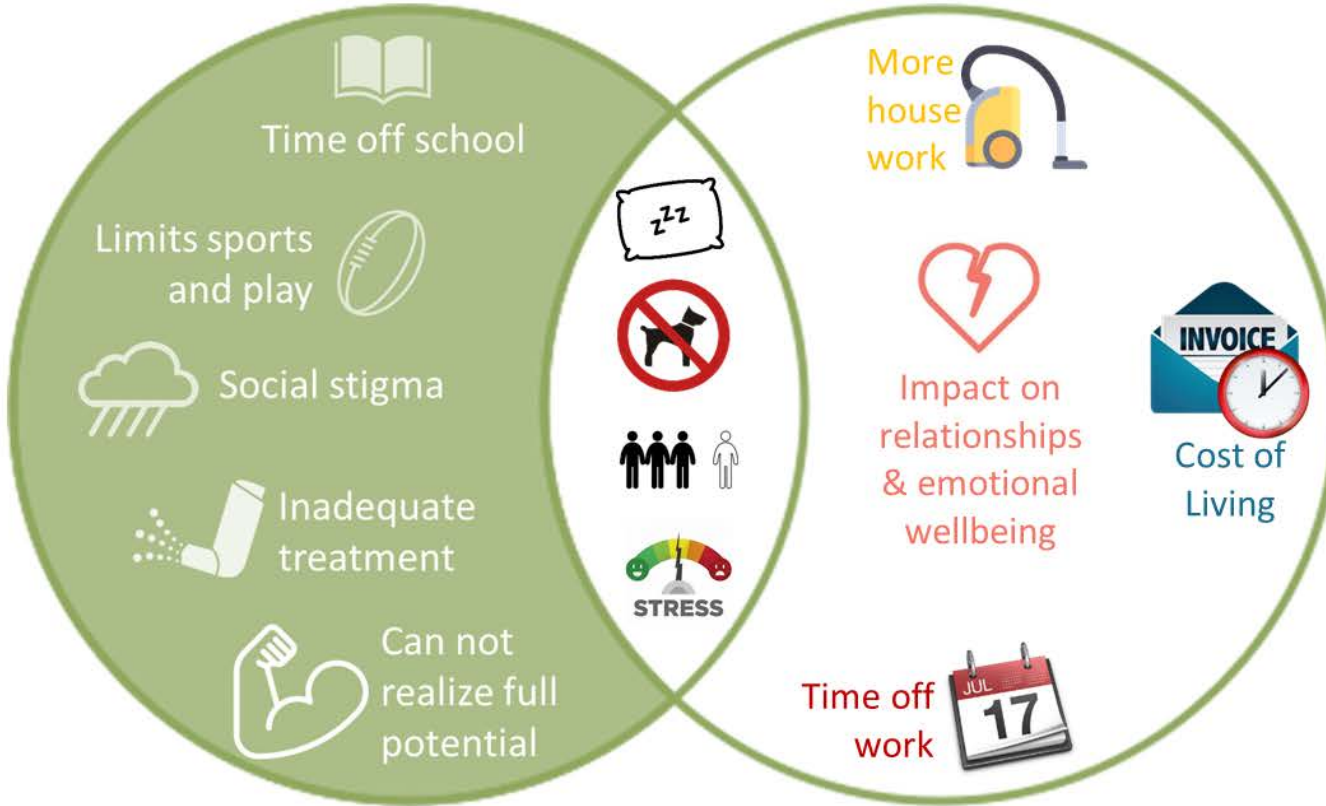


Consumer:

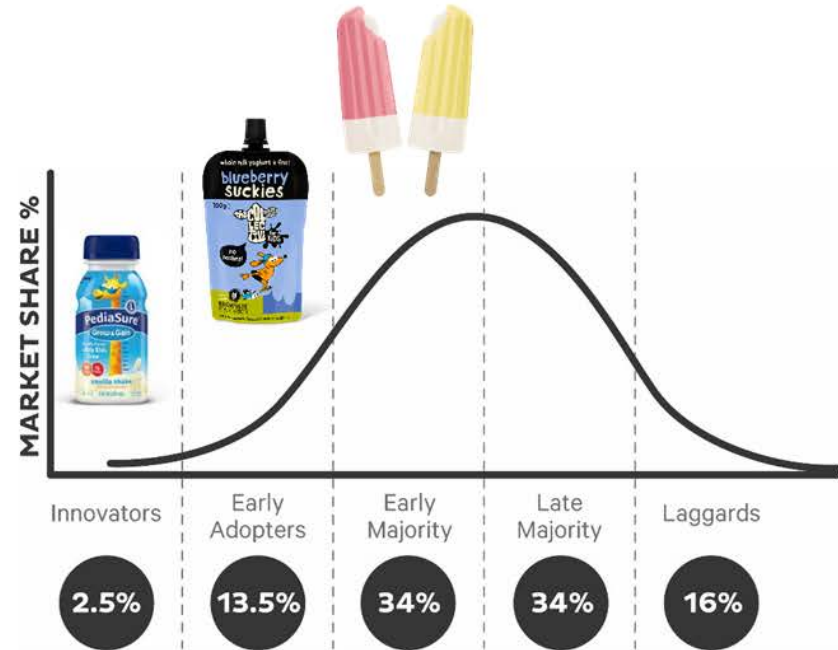


Impact:





disruption



The HVN program will deliver **models** to demonstrate the protective effects, **mechanism** of action, potential **biomarkers, timing** and duration of **dose**.



Miraka will translate the science to **opportunities** that positively **impact** the consumer and give it **reach** through collaboration.





When we work together to
develop **new business models**
to give good science reach



Kia Ora