

Cynthia Hunefeld - IPONZ

BRIEF

Recorded interviews will be published online and re-edited, republished in a range of forms and channels, from May to September 2022:

- Business founder 'TED Talk style' interviews, 18 minutes long, published to MBIE YouTube.
- Each 'talk' re-edited and presented as a business case study on the IPONZ home page, and as a 3 minute video and full text on the IPONZ website case study pages.
- Each 'talk' re-edited and incorporated into a set of four tiles / videos for Facebook, and the proposed IPONZ LinkedIn page. Reshared across stakeholder channels.

The shooting format will be a conversation with DK.

LOCATION / DATE

Wednesday 20 April at Flashdog Studios <https://www.photohire.nz/contact>

NOTES

1st meet with DK: 28.3.22

2008 Founder, Evithé Biotechnology

<https://www.linkedin.com/in/cynthia-hunefeld-65aa85113/>

Excited about this.

Background - 30 years ago when 10, Dad had sepsis (he was an athlete). The only treatment then and now anti-biotics, made Dad permanently disabled. Had to relearn everything again - impacted deeply on her journey.

Set out to become a doctor in Netherlands, didn't happen but went to explore traditional medicines. Study that. Moved to NZ (botany isn't taught here). Focused on plant-medicine / connecting traditional science. Expand the toolbox to what else we can use.

Dad had sepsis again and she was more prepared. Treated Dad with Ginger extract - he recovered in a week - 15 years ago and been working on it since then.

Post-grad clinical research. Start in clinic and work backwards to the lab. Couldn't apply it so had to hone in on what is required to get it commercialised.

Sepsis treatment hasn't changed in 30 years.

Outsmart it - non-threatening disease to test on: other infections. Got research grants to test.

Active things from Ginger in lab / single molecules - generated IP - take it to next level.

Should IP be deciding our future in medicine.

Primary patents - limited focus due to antibiotic resistance. Working on hard now - got IP lawyer with focus on botanical medicine (really rare).

Sector is shifting - strategising with lawyer to expand the toolbox. Currently raised 1st investment (seed round) with the support of Angel investors and private investors - \$535k so far - allow them to finalise work. FDA application - missed opportunity in NZ - focussed on US pathway.

Raw materials from Fiji - Supporting sustainable agricultural development and working towards farmers training and certification to reflect quality and improve the income of Fiji family farms. Clinical trials in US. Need to protect product with IP.

Key things - so many levels which IP can help with, closing the circle of protection: eg manufacturing methods etc (not just primary IP - there are other things).

Natural products has been dismissed and not looked at.

What makes NZ special - what are endemic plants here? Examples.

Biotech -

Future / pathways - have to show it works with something non-threatening. Expand IP idea to expand medicinal toolbox.

Other areas - Parkinson's example (combination of plant extracts - ginkgo -, with nutrition) - where are the incentives to come into mainstream stage, maybe IP? Totally, IP is the gateway for fundraising.

Are we keeping the toolbox small?

It has to be surprising - sea sponges for cancer treatment -

Will be talking to lawyer to provide insights and examples.

Mixed botanical medicine has a smaller pathway to other drugs: 3-4 years not 7-15 years for other drugs. For NZ would be perfect as so many amazing plants here No botanical drugs on prescription in NZ.. The Netherlands has 170 types, France 300 botanical drugs and Japan has a fully integrative health system (like most Asian Countries) with over 400 botanical drugs on prescription named Kampo medicine. Biggest hurdle is government approval - government not giving green light towards a botanical drug pathway. Medsafe super keen. Separate pathway just for cannabis. Difference in other countries.

Practitioner only products.

Risk and IP.

After 4 years hoping to launch in US market - 10-12 million people hope. Taking over from the recently black-boxed drug will bring us a step closer to \$400million market share, which is approximately 10% of the total market. Gaining support from insurance companies. Use income in sepsis treatment - long game. 1 in 6 people permanent damage - 150million people per year. 10millions deaths per year / 50% children.

Looking to companies who might want to buy us. IP is absolute key in this process

Amazing collaboration with iwi - potential. Being able to receive quality traditional medicine on prescription is part of the integrative medicine model in many countries across the world.

The people of Aotearoa are currently missing out on half the medicines toolbox and hopefully the botanical drug we are working on can blaze a trail for others to follow, including Iwi. I might need to clarify that we are not working with a NZ native plant to make sure I don't ruffle any feathers. Rongoa is a sensitive subject considering 'ownership'.

Just wanted to add that WREDA made it possible to co-fund my first lawyers meetings with Jane Calvert when I was still a student and this was a foundational piece of support to get the project where it is today. Shout out to WREDA and Allison Ralph-Smith for pitching the project. Usually these grants are all for 'established' companies but absolutely essential for start-ups.

*email through link to google doc / pics of studio / Q'town innovation

*Cynthia sending through presentation deck

QUESTIONS

From Tim Renner:

Within the story of setting up the business / commercialising an idea, I need you to touch on three themes:

1. When the penny dropped – getting the idea for the business. Because all IP is original ideas. For Jo, this will be how they got to the product (it will be a secret recipe) and the name that represents it (a trade mark). For Cynthia, it's how her father's story inspired her into a science idea (patent). For GED, solving an architectural prob = patent.

2. How they got to a commercial reality, within that, the process to own their IP (use a lawyer, have a crack themselves, TMs and patents and designs? Also timing IP ownership to funding.) My prior questions might help – and I can put some more thought into this.

3. The future – seeing the big plan now (updating the idea in 1.above) What 'owning the IP' enables.... Essentially walking the talk, world view.

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Next meet: 14th April 9am

not black or white - no brands / insignia / slogans - own brand ok

Guidance

Smile.

Breathe.

Talk slowly.

Embellish responses with anecdotes, stories, context (we have time).

Get excited about your idea.

It's just a conversation.

Smile.

QUESTIONS (DRAFT):

START

- Name / title and or role / company

ORIGIN

- When did you start Evithe - explain the company (simply).
- Why did you start the company? (Details that make it real for the audience - dwell in this, anecdotes, personal perspective, all good!)
- How did you start the company? Who else was involved?
- What have you done since launching and current operations of company?

MARKET

- Give us an idea of the market you operate in. Not by name! (Tim)
- What problem are you hoping to solve with your service / product? Describe the value for the customer...
- What has the response been to date from the customers (research)?
- Have you been featured in anyway or interviewed by anyone (awards / talks / grants)?
- At what point in the process of setting up the business did you decide on the name, and kick off the branding work? Who worked on it (designers, IP attorney)?

IP JOURNEY

- What was your level of understanding around intellectual property before you started this journey?
- What IP protection do you have in place (™'s, patents etc)?
- When did you start the IP journey?
- What 'owning the IP' enables (further investments, differentiation, access to markets etc)?
- Who has assisted you on the IP adventure (lawyer, guides, investors etc.)?
- What advice would you give others thinking about exploring IP?

OUTRO

- What have we not covered?

RESHOOTS...

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