

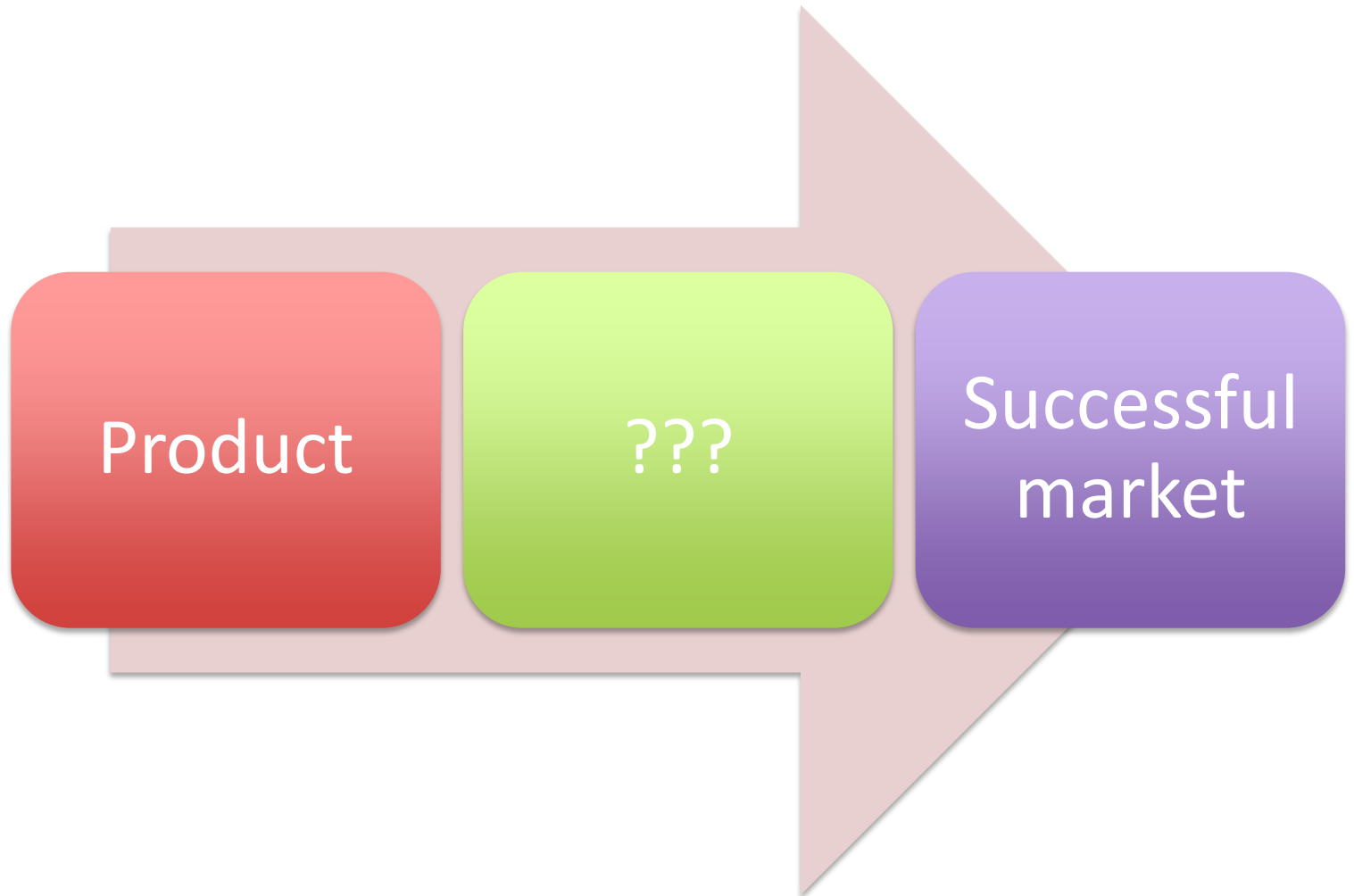
# Session 4 : Intellectual property and market access for new products

B Bennett & D Diouf

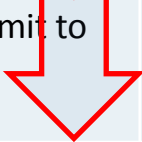
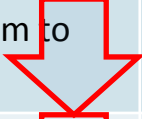
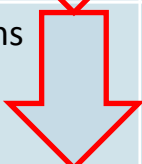
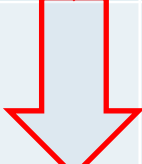
# Outline of the introduction

- General introduction on market access
- Explanation about patents and their role in business and innovation

What are the key steps that will get us to a successful AFTER product launch?



Issue	Description
Supply chain fully functional, supply capacity fully understood	Do we know where the product can be sourced from and is the source of supply sufficiently reliable to meet market needs? By promoting demand, are we having any unforeseen effects (social, environmental, nutrition)?
Production processes competitive, cost of production properly understood	Is the product viable? What are the key cost parameters? Who are the competitors? What are the scale economies?
Product fully characterised with specifications	Do we know exactly what the product is, and what technical parameters it has and are these available in a format that the industry likes?
Unique Selling Propositions (USPs)	What factors make the product different (and better/more desirable) than the competition?
Market potential understood	Where is the market? How big is it? What are its needs/expectations? Who are the key actors? Where are the entry points to the market?
Consumer products developed, formulations/specifications established	Do we have a finished, tested, safe product ready for production?
Intellectual Property (IP) analysis and freedom to operate established	Are we sure that there are no existing restrictions or rights held on the product?
Customers/processors/traders ready to commit to making and marketing final product	Who is going to take the product and deliver it to the consumer? Do we have a 'white knight' (or knights)?
Market and Business Plan possible	If we have answers to all these questions, then we can make a bankable business plan



# THE NEW PRODUCT MARKET ACCESS 'DASHBOARD'





# 2014 – AFTER closing

Most products have enough data for a business to commit

Commitment by a business is the key constraint

Kong is the most market ready AFTER product

Product	Country	Local supply chain understood	Competitiveness of re-engineered product not clear	Done	Regulatory compliance complete	Unique Selling Propositions (USPs) properly understood and supported by technical information and consumer research	Market position, location, value factor	Yes – re-engineered product	Yes – though functional IP still needs protection	Not yet	Processors/ready to making and final product	Market and Business plan possible
Gowe	Sorghum Maize	Benin	Local supply chain understood	Competitiveness of re-engineered product not clear	Done	Known	Well understood in Africa. Partly in EU	Partially understood	Yes – re-engineered product	Yes	Not yet	No
Akpan	Maize	Benin	Local supply chain understood	Competitiveness of re-engineered product not clear	Done	Known	Well understood in Africa. Partly in EU	Partially understood	Partially – re-engineered product not particularly clear	Yes – though functional IP still needs protection	Not yet	No
Lanhoun						Known	Well understood in Africa and EU	Partially understood – more work needed	Yes – more work needed for EU market	Yes	Not yet	No
Baobab						Known	Well understood in Africa and EU	Well understood in Africa and EU	Yes – but not all in AFTER	Yes	Yes	Possible
Hibiscus	Calyx based jam and beverage	Senegal	Local supply chain understood	Re-engineered product vs existing not clear	Done	known	Understood – but re-engineered needs more work	Well understood in Africa and EU	Yes	Yes – but protection may be needed for re-engineered	Not yet	Possible
Kong	Custard and salt	Senegal	Local supply chain understood	Re-engineered product competitive for diaspora	Done	Known	Understood	Understood in France	Yes	Yes	Yes	Yes
Ziziphus (Jaabi)	Seed pulp	Cameroon	Local supply chain understood	Not particularly clear	Done	Known	Partially understood	Understood in Cameroon	Yes – in Cameroon	Partially – some proprietary IP on functional properties	Not yet	Not yet
Kenkey	Maize	Ghana	Local supply chain understood	Re-engineered product vs existing not clear	Done	Known	Partially understood	Understood in Ghana	Yes – in Ghana	Yes	Not yet	No
Kish Sa'eedi	Milk Wheat Salt	Egypt	Local supply chain understood	Re-engineered product vs existing not clear	Done	Known	Partially understood	Partially understood	Yes – in Egypt	Yes – but not fully protected	Not yet	No
Kitoza	Red meat Salt	Madagascar	Local supply chain understood	Re-engineered product vs existing not clear	Done	Known	Partially understood	Partially understood	Yes – in Madagascar	Yes – but not fully protected	Not yet	No