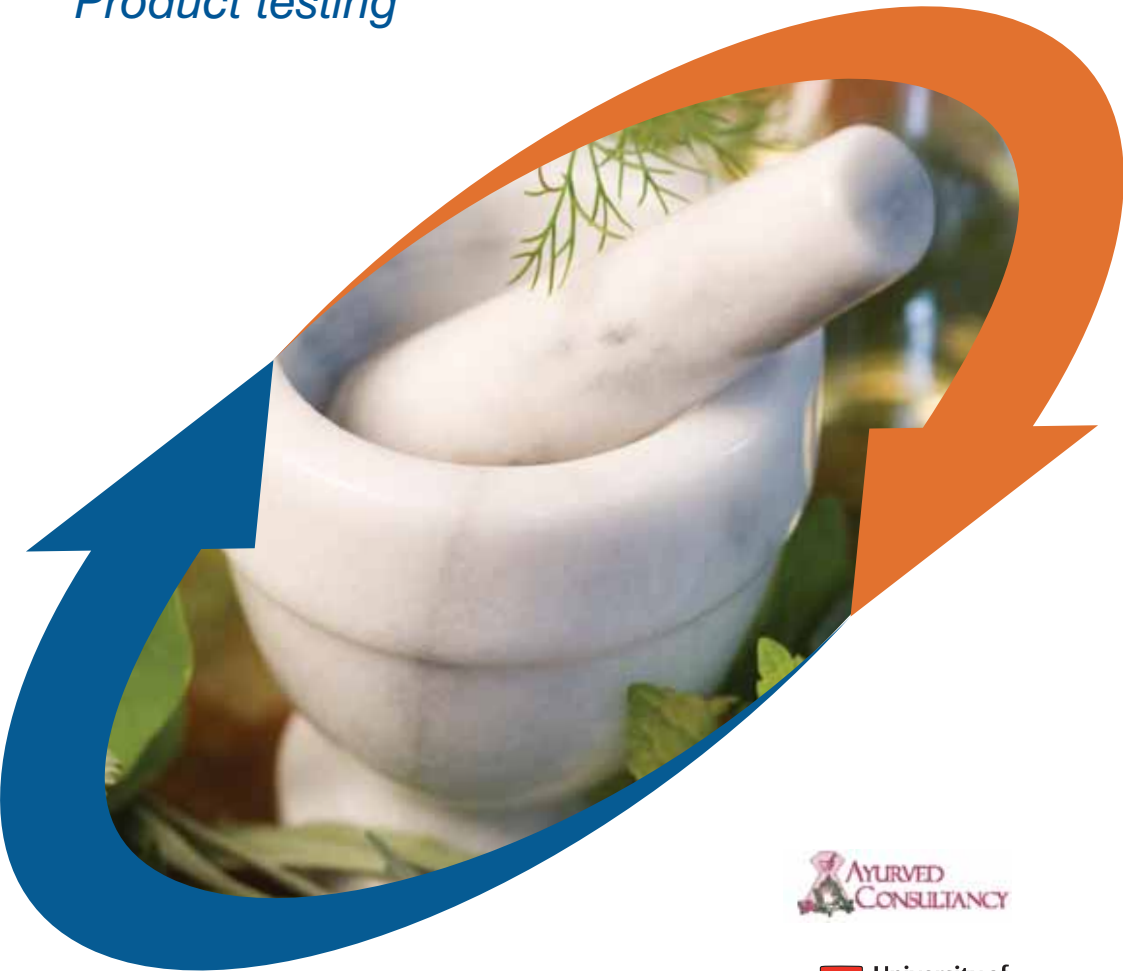




London Technology Network
Ideas into Action

Accessing unique expertise via LTN networking event

Product testing



Product testing

London company Ayurved Consultancy needed an expert to test a novel range of herbal products and LTN found the right contact within hours at the University of Reading's School of Food Sciences.

Any small company seeking help from the UK's research base can face a time-consuming and expensive challenge. Finding the right person by cold-calling universities can be a massive drain on resources, especially for small firms with few employees. Dr. Eladevi Shah understood the difficulties first-hand, as director of the small London enterprise Ayurved Consultancy. Dr. Shah produces herbal medicines and creams and won a grant from the London Development Agency (LDA) to develop her products, but required further product testing. "I have been looking for eight years for the right partner, but it has been difficult to find, because my products are a link between complementary medicine and conventional medicine, and therefore I'm not getting full support from either field. So I needed some help from one organisation who could send someone to me, instead of me going to institutions," Dr. Shah said. "I was searching on the internet, so I had some knowledge of London Technology Network. And I knew that 'technology' could refer simply to something patented, and I was working with a patent." Shah contacted LTN's Technology Manager Supti Sarkar, who immediately phoned Dr. Kieran Tuohy, an expert in the safety and efficacy of functional foods from the University of Reading. Dr. Tuohy is part of LTN's extensive network of 7,000 academics at 38 institutions across London and the Greater South-East. He is also one LTN's team of Business Fellows: top level academics who are hand-picked and trained to represent their departments to industry more effectively. "The training has given me a great insight into what industry wants and how to display what I can offer to industry," Dr. Tuohy said, who is conducting preliminary antimicrobial testing on the herbs used in Dr. Shah's remedies.

For more information on LTN and how we can help your business, contact:

Tim Benzie, Communications Executive.

Phone **0870 730 8686**, email t.benzie@LTNetwork.org

or visit www.LTNetwork.org



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Feb-08

