

# Successfully turning a concept into a large team with 6 patents and a strategic partnership with Chanel.



## IMPACT

From a group of 3 post-docs and a professor working on a concept in 2015, to a large team possessing 6 patents and a strategic partnership with a cosmetics brand, Chanel, Anomera has experienced massive success since working with the RIC Centre. The team incorporated in 2016 while they were already working with the Xerox Research Centre of Canada; it was at this time that they were introduced to Pam Banks at the RIC Centre and got involved with a scaling initiative. Anomera became a RIC incubator client in 2016, filling the resource gap they had for business and funding guidance, as they had manufacturing support provided by the resources at Xerox's Research Centre. In a mere 3 years, apart from ensuring that its IP is secure, Anomera attests that the RIC Centre's guidance has helped them raise 5 million dollars to date. This money has been used to scale-up manufacturing and achieve an increased yield of approximately 800%. Presently, Anomera is in pilot-scale manufacturing, and has created partnerships with global cosmetic brands, to include Anomera microbeads in their products as soon as manufacturing is scaled and can handle commercial scale production. In May 2019 the business won funding from the Industrial Research Assistance Program funded by the National Research Council, to the tune of \$150,000.

## HOW WE DID IT

Inspired by a sustainable solution to replace plastic microbeads in cosmetic products, Anomera has created a biodegradable cosmetic powder made of cellulose, called Cellulose NanoCrystals. Many startup incubators, such as Mars, are specialized in supporting software-based companies in getting off the ground. Where the RIC Centre really shines is the resources it has on hand to support and grow material-focused companies. The RIC's past experience and network in this area really helped identify opportunities for Anomera, and pinpoint what direction they needed to go in to receive the proper funding. The RIC Centre helped Anomera connect

with the bio-industrial council, prepare applications, and assisted the founders in determining different ways to structure their investment raises. Furthermore, the RIC Centre helped Anomera secure their first round of seed funding, amounting to 1.25 million USD in 2017, while continuing to support them in fine-tuning their pitches and connecting them with key contacts in the industry.

## LOOKING AHEAD

Today, Anomera owns six unique patents, with four being filed for in the last year alone, and have raised a whopping total of five million dollars. Their team of four has grown to 14, and they are currently in the process of raising 25 million dollars for a demonstration scale manufacturing facility, which is expected to close by the end of this year. The company's next steps are to commercialize their product and complete their manufacturing facilities to eventually implement in commercial applications. Their VP of Operations, Nathan Hordy, continues to meet with his advisor on a less regular schedule, simply to touch base and share contacts.