

**11-TTAG-008**

<b>Company Name</b>	Nutraceutical-Innovations, LLC
<b>NAICS</b>	541712
<b>Address</b>	535 W. Research Center BLVD Suite 135
<b>City</b>	Fayetteville
<b>State</b>	AR
<b>ZIP</b>	72701
<b>County</b>	Washington
<b>Number of Employees</b>	2
<b>Year Established</b>	2006
<b>Company Web Site</b>	<a href="http://www.virtual-incubation.com">http://www.virtual-incubation.com</a>
<b>Contact Person</b>	Calvin Goforth
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<b>Resource Provider</b>	Nutraceutical-Innovations, LLC
<b>RP Address</b>	535 W. Research Center BLVD Suite 135
<b>RP City</b>	Fayetteville
<b>RP State</b>	AR
<b>RP ZIP</b>	72701
<b>RP County</b>	Washington

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<b>RP Title</b>	Vice President
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<b>Project Area</b>	<a href="#">Biotechnology, Bioengineering, Agriculture and Life Sciences - 18 - Other Plant Biotechnologies (Please provide short description in box provided below)</a>
<b>Project Area Brief Description</b>	Multiple site cancer anti-proliferative activity, shelf-life stability and product application of peptide derived from rice bran
<b>Federal Agency</b>	<a href="#">U.S. Department of Health and Human Services</a>
<b>Project Title</b>	11-TTAG-008 - Multiple site cancer anti-proliferative activity, shelf-life stability and product application of peptide derived from rice bran
<b>Competitive Challenges</b>	Nutraceutical Innovations is developing applications of a patent pending process for value-added processing of rice bran and other food sources. The company is developing nutraceutical ingredients such as protein, phenolics and prebiotics that have numerous potential health benefits including antimutagenicity, anti-cancer properties and hypertension reduction.
<b>Specific Problem</b>	Standard SBIR Omnibus
<b>Solution</b>	The overall goal of this project is to realize commercial production of shelf-stable cancer inhibitory peptides derived from rice bran. The proposed research has been shown to have cancer antiproliferative activity against one type of cancer cell.
<b>Implementation Plan</b>	In Phase I we will determine the cancer antiproliferative activity against multiple types of cancer cell lines as well as look into the potential for commercialization of the peptide as a food additive. (1) Evaluate the pure peptide for site activity against multiple cancer cell lines. (2) Evaluate shelf-life stability of the peptide upon incorporation into a beverage and evaluate the physiochemical characteristics of peptide within the food matrix. (3) Evaluate shelf-life stability of peptide-incorporated food product.
<b>Maintenance Plan</b>	If Phase I is successful, Nutraceutical Innovations will have proven feasibility for not only production of pure peptides exhibiting cancer antiproliferative activities with multiple site action but also testing efficacy for shelf-life stability and interactions of the peptide following incorporation into a

	beverage.
<b>Step 1</b>	- Define research objectives - Outline Proposal - Discussions with funding agency - Literature search and review - Identification of potential users and partners
<b>Step 1 Time</b>	20.00
<b>Step 1 Budget</b>	\$1,000
<b>Step 2</b>	- Technology description and significance - Work plan development - Budget Development - Commercialization Plan
<b>Step 2 Time</b>	50.00
<b>Step 2 Budget</b>	\$2,500
<b>Step 3</b>	-Proposal Review - Formatting and Proofreading - Letters of Support, consultant letters - Agency forms - Cover letters, copies, mailing
<b>Step 3 Time</b>	30.00
<b>Step 3 Budget</b>	\$1,500
<b>Increased Sales</b>	\$0
<b>Retained Sales</b>	\$0
<b>CS Inventory</b>	\$0
<b>CS Labor</b>	\$0
<b>CS Materials</b>	\$0
<b>CS Other</b>	\$0
<b>II Plant</b>	\$0
<b>II IS</b>	\$0
<b>II Workforce</b>	\$0
<b>II Research</b>	\$150,000
<b>II Other</b>	\$0
<b>AUI</b>	\$0
<b>SOI</b>	\$0
<b>Job Retention</b>	1
<b>Job Creation</b>	1

<b>YN 90Days</b>	No
<b>YN Affiliation</b>	Yes
<b>YN Agreement</b>	Yes
<b>YN Total Project Price</b>	Yes
<b>Explain Total Project Price</b>	
<b>YN Cash Match Agreement</b>	Yes
<b>Copied</b>	No
<b>TTAG ID</b>	11-TTAG-008
<b>Signature Panel - RP AR Name</b>	Mark Kidd
<b>Signature Panel - RP AR Email</b>	<a href="mailto:mark.kidd@nutraceutical-innovations.com">mark.kidd@nutraceutical-innovations.com</a>
<b>Signature Panel - Enterprise AR Name</b>	Calvin Goforth
<b>Enterprise - Email</b>	<a href="mailto:calvin.goforth@nutraceutical-innovations.com">calvin.goforth@nutraceutical-innovations.com</a>
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<b>Include in Batch</b>	Yes
<b>Batch Number</b>	NA
<b>Application Status</b>	Pending
<b>Organization</b>	ASTA
<b>BatchTest</b>	Processed
<b>Batch Date</b>	
<b>Set Batch Number</b>	
<b>Lvl4</b>	No
<b>Application Description</b>	8-Biotechnology, Bioengineering & Life Sciences
<b>SBIR-STTR</b>	Yes

