



THE BACKGROUND

Algon Ltd developed the popular Algon organic path, patio and decking cleaner.

www.algonorganics.co.uk

They had various new products in development but needed to understand the cost implications and timescales of bringing each new product to market.

After running inhouse efficacy trials, they had sufficient data to suggest several products had marketable potential.

Unsure of the costs, regulatory process and prerequisites to bring the product to market, they approached Barkwith Associates to help quantify the project before committing to further investment.

THE PROBLEM

Algon Ltd asked Barkwith Associates to assess the list of technical requirements for one of these products, a moss control product, looking specifically at Authorisation under Regulation 1107/2009.

Russell Froggatt, Head of Plant Protection at Barkwith Associates explains why Algon Ltd required expert help.

“Algon needed a robust business case to support their decision to take the new product to market, which required evaluating the options available to them and the associated costs. Depending on the route, costs and time can vary considerably’.

‘Our road map service is a very good way to establish the indicative costs and time frames required to get a product to market. It gives a sufficient level of information to enable clients to make strategic business decisions on which products to take through a full Data Gap Analysis and ultimately to market’.

Road mapping is a cost-effective option for SME’s wanting to gauge the real investment required to pursue a project without having to commit to a more complex Data Gap Analysis (DGA). A Data Gap Analysis gives the client a prescriptive framework to follow with every step costed in detail and therefore can be a lengthy and costly exercise.

By eliminating undesirable routes, through road mapping, the client can avoid unnecessary DGA costs.

THE SOLUTION

Barkwith Associates developed a road map detailing the various options and then completed the evaluation to reveal the most favourable route. The project included:

- Current Regulatory Position
- Data Access
- Technical equivalence
- Review of the suitability of existing data held by Algon Limited.
- Route to market with approximate costs timeline <18 months
- Route to market with approximate costs timeline >18 months

Barkwith Associates guided Algon Limited through the road map and discussed all possible options in detail that were available to them.

RESULTS

Algon Limited has used the information provided by Barkwith Associates to prioritise which products to bring to market.

Tara Slinger, Director at Algon Ltd. was extremely pleased with the support they received, “It was wonderful that we could confidently make an informed business decision and that we knew, more precisely, what costs were involved and the expected timelines for each route.”

“Without Barkwith Associates expert knowledge, we were struggling to nail down exactly what was required. By engaging Barkwith we have saved a lot of time and effort trying to navigate the complex regulatory framework”.

Murray Smedley, Managing Director at Barkwith Associated concludes. “Algon Ltd have an interesting set of exciting products in development and it is great to be involved in the project. Based on the information we provided they will now be able to assess the routes available to them and once a decision has been made we look forward to helping them move their products to market.”



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