Maxime Leblanc Latour, is President and co-founder of Sugar Coated Technologies Inc. and the technology's principal inventor. Maxime was previously a doctoral student in physics at the University of Ottawa, under the supervision of Dr. Andrew Pelling. His expertise lies in the chemical modification of cellulose and its applications in materials science and biomaterials. Maxime is the named inventor of five patent applications and was co-founder of a previous early-stage biotech company. His experience in the laboratory, start-up ecosystem and market analysis has proved invaluable to Sugar Coated Technologies Inc. The coatings incorporating biobased additives developed by the company have a clear industrial utility, and have met with great enthusiasm in discussions with customers and stakeholders. By developing the synthetic and manufacturing processes during this project, it is possible to establish a young company as a coatings supplier in the industry.  
  
Prof. Andrew Pelling is a Full Professor in the department of physics at the University of Ottawa. He is the recipient of numerous awards and accolades including a Province of Ontario early researcher award, an NSERC Discovery Accelerator Supplement, Tier 2 Canada Research Chair, TED Senior Fellowship (lifetime), election to the Royal Society of Canada College of New Scholars, Artists and Scientists and election as a Fellow of the Royal Society of Biology UK (lifetime). The Pelling Lab is well known for its discovery that plants can be harnessed to create medical-grade biomaterials for engineering and regenerating human tissues which now gained considerable international recognition. Pelling will be responsible for managing the overall project and strategic decisions. Another key team member is Maxime Leblanc Latour who is the primary inventor of the technology described in this proposal. Leblanc Latour will be employed as a postdoctoral fellow and be responsible for leading the R&D activities of the project. He will also manage an undergraduate student who will be hired to assist in performing benchwork (syntheses, material characterization and reports). Leblanc Latour was previously a PhD student in Physics at the University of Ottawa, under the supervision of Pelling. Leblanc Latour submitted his doctoral thesis in October 2022 and is expected to defend early in 2023. His expertise is on the chemical modification of cellulose and its applications in materials and biomaterial science. Maxime participated in the L2M program which supported his market research that ultimately motivated us to apply for this Phase I I2I grant. This market research included conducting interviews with stakeholders at every point in the supply chain, attending international conferences to engage with a broad range of industry executives and decision makers, and producing a detailed market report and competitive landscape analysis of the UV curable coatings industry. In addition, Leblanc Latour is a named inventor on five patent applications and was a co-founder of a previous biotechnology startup company. His experiences at the lab bench, in the startup ecosystem and in analyzing markets has proven invaluable for defining the commercial perspective through which he will approach the milestones defined in this project.