Ecosystem of Support

Amit Dhingra, Ph.D.
Associate Professor, Department of Horticulture
CAHNRS
Land Grant Mission - Service
‘WSU research led to the launching of 10 different startup companies, including M3 Biotechnology,.. Phytelligence, ... and Food Chain Safety....

As impressive as those numbers are, we can – and must – do more to prime the pump for economic prosperity. The path from innovation to market can be long, bumpy and circuitous; smoothing the road to commercialization is critical”.

Fresh Approach Aimed at Enhancing Innovation, Commercialization
March 5, 2013 Elson S. Floyd, Ph.D.
Understanding Tree Fruit Industry Issues
Mixup delays rootstock production

Nurseries propagating the new Geneva 214 rootstock found that it was actually the more vigorous G.222.

RICHARD LEHNERT

Many growers saw the Geneva 214 rootstock (formerly known as CG4214) for the first time in the orchard of Ed and Mike Wittenbach in Belding, Michigan, during the International Fruit Tree Association’s meeting in February 2010 when its release was announced.

RICHARD LEHNERT
Disrupting the Tradition

Phytelligence Process

Virus Free Material

Tissue Culture / Greenhouse

<5 Years

Orchard

Traditional Processes

Virus Free Material

Rootstock Nursery

Finished Tree Nursery

Orchard

10 Years

12 Years
Helping you safeguard your investment
With immutable evidence based on DNA information
Phytelligence Founding Team

Nathan Tarlyn, Lab manager
Kathie Nicholson, Ph.D. Candidate
Tyson Koepke, Ph.D. 2012
Derick Jiwan, Ph.D. 2012
Scott Schaeffer, Ph.D. 2013
September 4, 2015
Uniform caliper achieved in late August – budded rootstocks
Institutional Support

WSU Office of Commercialization
Licensing and IP management
Sita Pappu, Ph.D.
Preeti Malik-Kale, Ph.D.
Michael Staggs, J.D.

Office of Economic Development
Anson Fatland, Ph.D.
Alexis Holzer
Rachelle Rozsonits
Alyssa Patrick
Institutional Support

Entrepreneurial Faculty Ambassador Program

*A grassroots effort towards commercialization...*

https://economicdevelopment.wsu.edu/researchers/efa/
Impact doesn’t begin with innovation, it begins with implementation.....