



An Expert in the Field

Azotic Technologies' natural nitrogen fixing technology (N-Fix®) is a disruptive innovation which has the potential to totally transform agriculture. N-Fix® provides a sustainable solution to fertiliser overuse and nitrogen pollution as well as improving plant efficiency and increasing yields. CEO of the Month – UK Peter Blezard guides us through this technology and his thoughts on winning this much-deserved award.

 Azotic Technologies Ltd was established in January 2012 to develop and commercialise a natural nitrogen fixing technology which enables sustainable farming without nitrogen pollution. This technology is unique to Azotic. It is patent protected, providing proof of concept and enabling commercial development. Azotic has a highly-experienced management team with a very strong track record in international agriculture.

Azotic technology that in essence can convert nitrogen in the air (the air is almost 80% nitrogen), using a natural friendly non-GMO food grade bacteria seed coating. Once coated on the seed, Azotic Technologies Ltd can then allow any crop on the planet to fix Nitrogen, rather than using the highly damaging synthetic nitrogen fertiliser. Peter goes on to elaborate on this fascinating point.

“The Earth has a boundary for Nitrogen fertiliser, that is 35 million tonnes annually we are well beyond this boundary of our planet using well over 100 million tonnes, this is causing much pollution in the water and the air, plus depleting our soils. Azotic was formed to stop this and exploit this new technology, we formed the company in 2012 building on over fifty years of scientific research at Nottingham University by Professor Ted

Cocking FRS.”

On winning the CEO of the Month – UK award, Peter tells us that the fact he accepted this award on behalf of the Azotic team, reflects that fact that he is the CEO of a company developing and commercialising a breakthrough technology in plant nutrition. This global development, which Peter has witnessed in many meetings in different continents, “could not be done without the support of the scientists and commercial members of Azotic, and I must thank the team for their tireless work towards the development of our first products, there is no ‘I’ in team” Peter impresses upon us. Peter then goes on to explain the firm’s ongoing strategy and the key principles they adhere to. “The key principle is to add value to any client interaction at Azotic he reveals, as well as value added services based on total honesty and openness” he tells us.

“Our current strategy is to engage with partners who may be willing to enter into a licence agreement, for a specific territory, or product, or both, currently. I have also negotiated a market development contract with a partner in North America that will see State Registrations within USA ahead of sales coming through in 2018. This will then place Azotic firmly on the map in the world’s largest market for agriculture, this in itself is

a major breakthrough. I am expecting more and will lead a process whereby Azotic will engage with the largest players in the agricultural market and seed development companies internationally.”

On what to do when undertaking a new client or project, the process in evaluating the market is how Azotic assesses the market value. Azotic is still evaluating several delivery processes to have a speed to market deliverable product, technology, but this is being firmed up throughout 2017 for sales into 2018. “This technology is attracting a lot of interest by global companies, it is our job at Azotic to position this elegantly with the right global players to assist and collaborate with Azotic to deliver this to the fields and growers via our selected partners” Peter goes on to explain.

In terms of how Peter keeps himself motivated in his current senior position, and the challenges he has faced to maintain his success as a CEO, he shares his thoughts on these issues with us in some detail.

“To keep myself motivated, I believe that the qualities of passion and integrity are crucial. Our technology will affect everyone on the planet, indeed we are all connected by having synthetic Nitrogen in our bodies. Azotic can make a change in

that, we are the only company in the world with a unique offering of enabling a technology that can revolutionise how we deliver Nitrogen to all crops globally, now that is worth getting out of bed for, but why? We only have one planet you know, which we are killing for our kids if we do not stop the pollution. The Azotic team also inspires me by their unwavering commitment to our mission, which is to feed the world sustainably.

“The accelerating pace of technological advances across all aspects of industry, but, especially the life sciences and bioscience, are the challenges to be overcome in order to be a successful CEO. Azotic are now world experts in what we do, but the challenge is to secure regular investment to maintain that position, as all start up CEOs know, the work is highly demanding and rewarding as it comes to the market. I have been this way before, floating my previous venture on the AIM market in London.”

“One key attribute that makes me an award-winning CEO is persistence - this is everything. Another is not taking a ‘no’ to heart. All meetings have an outcome – and I have learnt that from all outcomes - that becomes experience.”

In terms of the wider industry that Peter and Azotic Technologies Ltd are a part of,

this is something that is currently undergoing change, with many mergers and acquisitions. "No one company now no matter however big, has the capacity to keep abreast of all the changes. The cost of developing, marketing and increasingly even defending products means fewer products come forwards, that is why companies like Azotic are very important affecting change" Peter tells us. He then shares his thoughts on the future of technology, his firm and his own vital role as a CEO.

"The future of our industry is in good hands with many multinationals who look to develop smaller companies like Azotic at a certain stage of their product cycle. The whole industry and life sciences in particular will move through vast change over the next decade as we move to science for the way we treat ourselves and the crops we eat.

"The agricultural industry is moving to the life science sector with biologicals at the forefront, that is a natural way, a sustainable way to grow our food, this will be driven by the consumer and food groups alongside the agricultural industry I believe.

"The future is not revealed to us, but here at Azotic we aim to be successful by predicting the future in Nitrogen delivery, we aim to be at the forefront of this work on a global platform innovation is key for the UK to be at the forefront of much change UK plc can do this as we have much innovation, funding that innovation is another matter, but we can never give up change is constant."



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