

**Crack it : Crack it challenges are designed to accelerate the development of new technologies which minimise animal use or improve animal welfare ... / NC3Rs.**

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# CRACK IT



CRACK IT Challenges are designed to accelerate the development of new technologies which minimise animal use or improve animal welfare. The focus is on research and innovation which leads to marketable products or improvements in business processes.

Each Challenge is co-sponsored by an industrial or academic partner who provides in-kind contributions such as data, compounds or equipment. The competition is open to universities, industry and the SME sector.

## The Challenges and Sponsors for 2012 are:

- **Rodent Little Brother:** Measurement of mouse activity, behaviour and interaction in the home cage (sponsored by MRC Harwell)
- **ProBE IT:** Determining the *in vivo* biodistribution properties of biological entities through the use of advanced imaging techniques (sponsored by GlaxoSmithKline)
- **DRGNET:** Enabling access to primary human dorsal root ganglion neurones for drug target identification and pharmacological testing (sponsored by Pfizer Neusentis and Grunenthal)
- **PreDART:** Prediction of human developmental and reproductive toxicity through non-mammalian assays (sponsored by Syngenta and Shell)
- **RETINAS:** Refinement of techniques for intravitreal injection to avoid side effects in rabbits (sponsored by GlaxoSmithKline)

This year the Challenges are co-funded by the MRC, NC3Rs and the Technology Strategy Board

For more information about the challenges, including key deliverables, in kind contributions and budgets visit: [www.crackit.org.uk/crack](http://www.crackit.org.uk/crack)

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NC3Rs

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