

Ideas2Market Masterclass

- Got a great idea but not sure how to take it to market?
- Have you hit some roadblocks commercialising your idea?
- Do you need a fresh approach?

The Australian Institute for Commercialisation (AIC) presents Ideas2Market Introductory workshops and Masterclasses, sponsored by the Department of Science, Information Technology, Innovation and the Arts (DSITIA), to assist inventors and entrepreneurs successfully take their idea to market. A Masterclass was held in Townsville area in November 2013. This workshop covered topics such as identifying and evaluating market opportunities, protecting your intellectual property (IP), developing your business model, collaborating with other businesses, and negotiating deals.

The participants were a mix of small business owners, managers in mid-sized local Information Technology and mining sectors businesses, and an investment manager. The workshop had a strong emphasis on practicality, with information reinforced through practical exercises for participants working alone and in groups.

A case study was presented by guest speaker, Nicole Keating, Chief Research & Development Officer, from MDB Energy. MBD Energy is an exciting start up company based on world-class algae research from Queensland's James Cook University. Nicole presented the company's objectives in commercialising algae for industrial applications and the steps and challenges it has faced in bringing new products into new markets. Her presentation illustrated and reinforced with real business examples, the key points about markets, IP and business models discussed throughout the workshop.

At the end of the day, the participants felt that the workshop was:

"Excellent value for money information with new ideas, and a broad cross section of industry."

"Really good to have IP described in detail and how it affects our business."

"Very informative with solid networking opportunities."

The AIC is presenting Ideas2Market workshops in Ipswich, Maroochydore, Cairns and Townsville in the coming months. Register at www.ausicom.com/events.