



## THE AUSTRALIAN NATIONAL UNIVERSITY

The Australian National University (ANU) held their first Commercialisation Bootcamp in November 2006 for 27 participants, whose backgrounds ranged from academic research, to business development and project management.

Director of ANU's Commercialisation office, Fiona Nelms, said that to reap long-term benefits, academics "...should be conscious that opportunities are out there and they should talk to people before the fact [rather] than after the fact. Quite often people publish and then think about whether there was an opportunity there." With this in mind, the main goals for the program were:

- To assist Participants in developing an understanding of intellectual property and related issues as well as covering potential routes to market.
- To provide tools that assist participant access to commercialisation resources.
- To provide students and staff with strategies to recognise commercial opportunities and move towards being increasingly commercially aware and astute.
- Concentrate on motivating the researchers in the commercialisation process through relevant Case Studies.
- Assist Participants to develop and deliver a pitch on an idea.

A number of researchers signed up for the two-day event in a bid to pursue a more commercial path after years of dismissing the potential rewards of scientific findings. One participant said "I've been publishing for quite some time and I realised that if I didn't take them [the findings] to market no one else will have the passion to. These are medical devices that I believe can really help people."

Overall the ANU Commercialisation Bootcamp was very successful with the majority of attendees enjoying the workshop, and identifying changes they could implement immediately.