



*growing innovative businesses*

Research  
Commercialisation – are  
we there yet?

*Depends on the  
destination.....*



# Depends on where 'there' is



# 'Commercialisation' is not a single defined destination

- Do we extract a commercial return from all our research efforts? – NO
- Are we doing better than 5/10/15 years ago? – YES (arguably)
  - 489 licenses yielding \$125m income in 2000; 737 licenses yielding \$213m income in 2007
  - 47 new start-ups in 2000; 33 in 2007 BUT 179% increase in start-up sustainability
  - Relative to US, Canada and UK improved performance across a number of metrics

*(DEST 2007 Survey of Research Commercialisation)*

# Research commercialisation is like baking a cake

## Ingredients

- a significant and growing problem/opportunity in the market
- great technology
- a culture of commercialisation
- a research team that can transition
- funding
- experienced commercial team

## Method

Mix well with a substantial dash of persistence and serve after resting....



# And realising commercial opportunities is a sieving process



Lots of great R&D goes into the top of the sieve, it is then sorted for commercial potential, culture, management, funding etc: there are relatively few 'nuggets' in the bottom

- In catchments where all the ingredients are available in the right quantities there are more nuggets in the bottom sieve (or better cakes) – these catchments are ‘there’
- **Should we focus on these?**

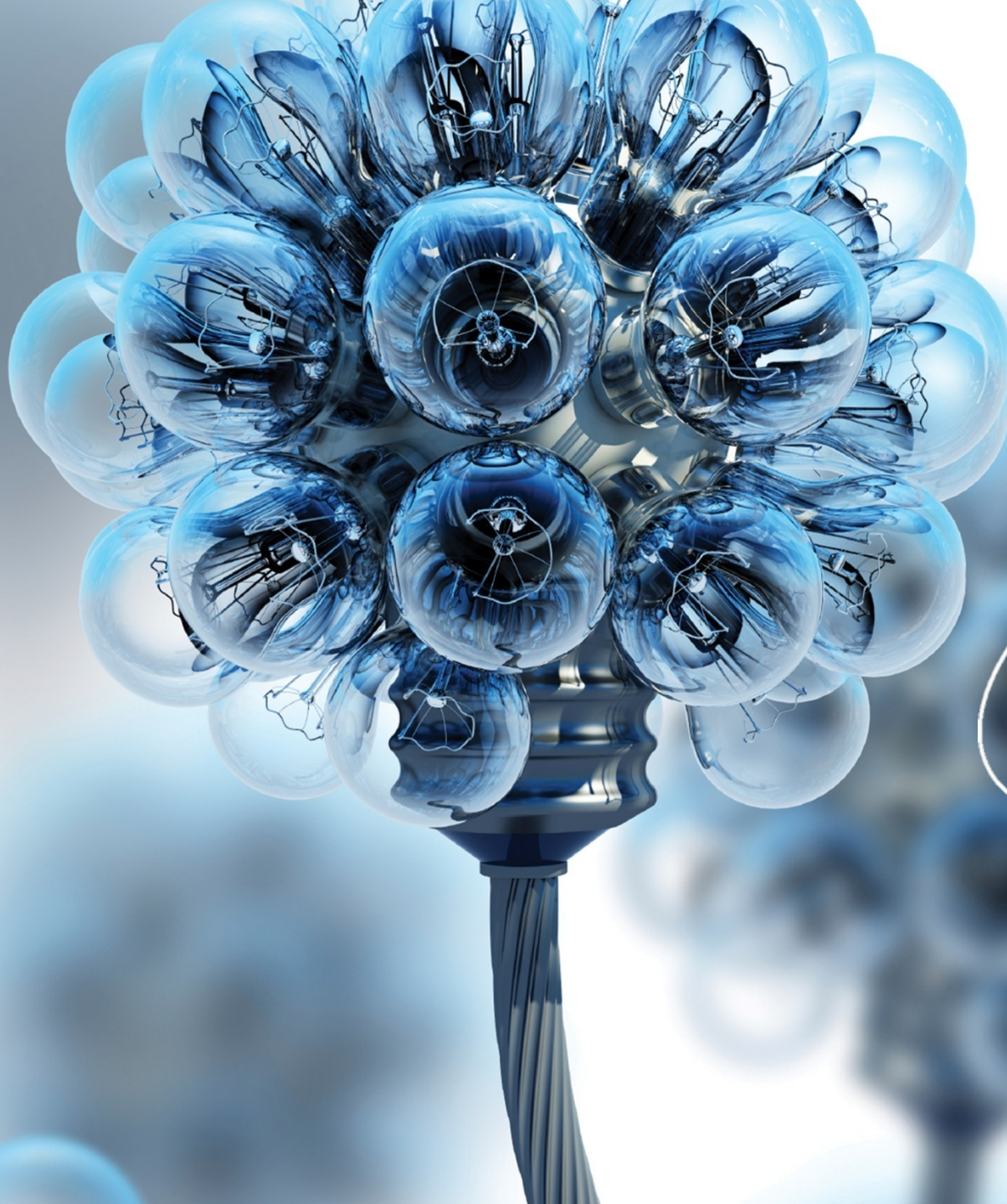
# UQ

- \$244 m research income in 2007
- Investment in creating a commercial culture (e.g. Bootcamps, celebration of commercial success)
- Investment in UniQuest, JKtech, IMBcom
- Focus on core 'hubs' of commercial potential
- 1500 patents
- 60 companies
- 250m capital raised
- \$5.24 billion in sales of products based on UQ technology
- Benchmarked in the top 10% globally

***Is UQ there yet?***

- However in many catchments essential ingredients are missing: most often culture and commercial resources (funding and expertise) – these catchments aren't
- **Should we abandon these?**

***To use a sporting analogy, should we invest in the AIS or community sport; or can we afford to do both?***



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