

Commercialisation Blueprint

The AIC Commercialisation Blueprint enables innovators and their mentors to manage and assess opportunities at each stage in the commercialisation process

The Commercialisation Blueprint is a free, open source, online tool designed to guide innovators, entrepreneurs, research organisations and governments through the commercialisation process.

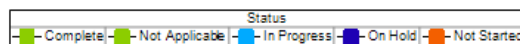
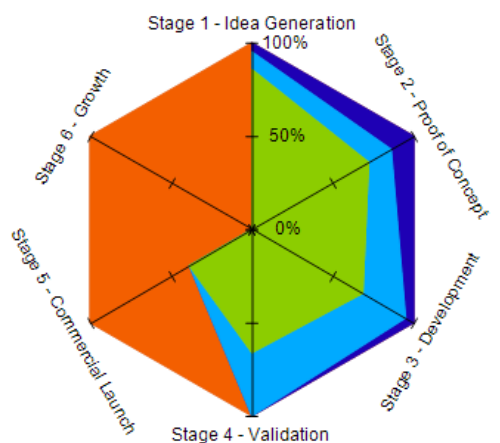
It provides a visual representation of progress along the commercialisation journey and provides direction about what to do next to achieve commercialisation objectives.

One of the key challenges for anyone attempting to take new opportunities to market is the issue of 'what to do next'.

The Commercialisation Blueprint equips innovators to overcome this challenge by providing a step by step guide to each stage in the process and provides the capability to evaluate, track, monitor and report progress.

The Commercialisation Blueprint is a comprehensive suite of software, tools, guides and templates that answer the "how to?" and "what next?" questions that entrepreneurs should, but only sometimes do consider on their path to market.

The AIC supports the Commercialisation Blueprint with a commercially available comprehensive support package which



Commercialisation progress chart

includes commercialisation workshops and guidance on how best to integrate this tool to maximise outcomes.

The Commercialisation Blueprint helps to solve challenges that emerge when commercialising an opportunity and supports innovators and their mentors in addressing these issues - thus enabling ideas and business plans to evolve more successfully.

Fast Facts

- ➔ Provides structure and assessment capability at each stage of commercialisation
- ➔ Visualises the commercialisation process
- ➔ Enables innovators, entrepreneurs, mentors and businesses to determine their progress
- ➔ Facilitates decision-making based on real time facts



“Something which acts as a plan, model, or template for others”

Dictionary definition of blueprint



Australian Institute
for Commercialisation

The Australian Institute for Commercialisation (AIC) is a leading service organisation helping innovators achieve commercial success. Around Australia, the AIC helps business, research organisations and governments convert their ideas into successful outcomes.

The Commercialisation Blueprint may help improve return on investment by reducing the risks associated with taking an opportunity to market.

It does this by highlighting potential challenges and risks at an early stage in the commercialisation process, enabling a decisive, proactive response.

Commercialisation Blueprint features:

The Commercialisation Blueprint has a range of key features which support innovators in the commercialisation process:

Dashboard

Presents a visual overview of the commercialisation path to market where progress can be viewed at a glance.

Guidance

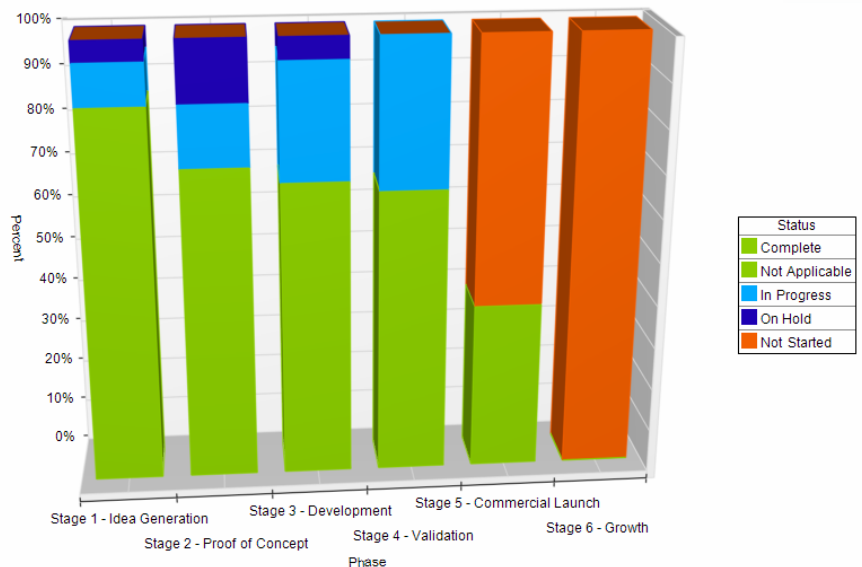
Provides detailed goals, actions and deliverables at each stage with corresponding guides and templates that explain what needs to be done.

Helpful Resources

Provides assistance at each stage as and when required (e.g. business planning, intellectual property etc).

Evaluation Criteria

Stage-specific questionnaires which bring to attention all the factors that should be considered.



Commercialisation progress chart: Enabling innovators to monitor and review their progress at each stage along the commercialisation journey.

Key benefits:

- Accessibility irrespective of geographic location
- Drives outcomes to improve the probability of success of opportunities
- Provides a management framework for mentors, SME's and entrepreneurs
- Provides a point of reference to monitor progress
- Increases efficiency, manageability and output of commercialisation activities
- Facilitates fast failure – minimising the impact of failed opportunities by making decisions early
- Increases awareness of the commercial viability of an opportunity forcing an early decision of whether or not to proceed with a project
- Facilitates decision-making so that scarce resources can be focused on opportunities that are more likely to succeed.

To access the Commercialisation Blueprint go to: www.ausicom.com/blueprint

Are you involved in early stage commercialisation?

Contact us to preview the Commercialisation Blueprint and find out more.

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“ We designed this product to solve an internal problem, which was to provide a framework to walk our customers through and an empirical method of documenting progress along the commercialisation journey. I think we achieved this, and in the process have built a powerful tool which is now freely available online.”

Andrew Fern | Australian Institute for Commercialisation