

AIC Innovation Coaching

The AIC's Innovation Coaching program, a joint initiative with the Queensland Government, assists Queensland businesses to solve problems, identify new opportunities and improve their profitability

What is Innovation Coaching?

The AIC's Innovation Coaching program is a joint initiative with the Queensland government Department of Employment, Economic Development and Innovation (DEEDI).

The program which is part of the Queensland Wide Innovation Network (QWIN) assists SMEs to access a range of innovation services and innovation support programs.

The program:

- Assists clients to identify the best opportunities and solutions for their specific needs
- Mentors by providing the client with a wealth of experience gained by the AIC in working with hundreds of clients
- Refers through AIC extensive networks so that the client has access to the best expertise

Key Features

- **One on one intensive coaching and mentoring** – the Innovation Coach works with a small number of businesses at a time, investing considerable time in each business
- **Extended period of time** – the Innovation Coach will work with each business for 6 to 12 months to identify needs, develop an innovation plan and work with business owners to commence implementation of actions
- **Subsidised service** – Innovation Coaching is subsidised by the Queensland Government (DEEDI).
- **Adaptive approach** – the Innovation Coach is able to adapt to the business needs in a changing business environment
- **Different perspective** – provides an opportunity for business owners to work on their business rather than in the business

Fast Facts

- Assists businesses to identify the best opportunities and solutions
- Mentors by providing businesses with a wealth of experience
- Provides referrals through extensive networks so that the business has access to the best expertise



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 outcomes were absolutely priceless! What a fantastic tool the Innovation Coaching Program is; we are grateful and blessed for this opportunity and strongly recommend it to anyone with a great idea!”

Amanda Spelta | General Manager, Placid Pools, Cairns, QLD



Australian Institute
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Queensland
Government

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Value to Businesses

- **Focused on innovation** – the coaching process is focused on achieving innovation for the business providing new and innovative ways to solve business problems, enabling competitive advantage.
- **Builds innovation expertise** – the Innovation Coach can provide and help instill extensive innovation expertise into the business, backed up by the Australian Institute for Commercialisation (AIC), a leading provider of innovation and commercialisation services.
- **National network** – through the AIC the Innovation Coach can tap into a national network of industry, research organisations and government agencies to assist the client.
- **Market research** – the Innovation Coach can access business intelligence capabilities of the AIC, to provide new insights into market opportunities.
- **Tools to innovate** – the Innovation Coach provides practical tools and skills for business to continue to innovate after the Innovation Coaching period.

→ **Innovation community** – businesses that participate in innovation coaching become part of the wider innovation community, accessing AIC knowledge and networks.

Criteria

Prospective Innovation Coaching clients must have an annual turnover of between \$1M and \$100M and be based in Queensland.

Outcomes

The AIC's Innovation Coaching program has provided hands-on assistance to more than 30 Queensland business.

In one example, the AIC's Innovation Coaching program assisted **Placid Pools**, a business which specialises in swimming pool design and construction.



An Eco Splash System swimming pool

The company sought to revolutionise the pool industry by introducing chemical free fresh water pool solutions to the market via their innovative Eco Splash System.

Placid Pools engaged with the AIC's Innovation Coaching program which through 20 sessions, guided and supported the company along the commercialisation journey.

In another example, **Klein Architectural**, a manufacturer of high quality stainless steel products, developed a new product - the Klein Architectural Grab Rail - that due to its rope-like motif has 80% more grip than the conventional grab and hand rails on the market.



The Klein Architectural Grab Rail (KAG) rail

The company sought assistance to commercialise the product and via the AIC's Innovation Coaching program, has been able to secure connections and leads in the mining, health and defence sectors.

Need assistance to innovate?

Contact us to find out how the AIC's Innovation Coaching program can help

t: (07) 3853 5225

e: info@ausicom.com

“The Innovation Coaching Program will help us to grow our business and give us a more competitive edge within our targeted industries.”

Royston Kent | Director, B&C Plastics, Underwood, QLD