

Commercialisation Masterclass Program

| TIME | AGENDA ITEM |
|-------------------|---|
| 9:00am - 9:15am | Welcome and Introductions |
| 9:15am - 10:00am | Module One: Technology for Profit <i>AIC Facilitator</i> <ul style="list-style-type: none"> - Introduction to Innovation - Strategic management of technology - Evaluating new opportunities - Commercialising new technologies |
| 10:00am – 10:30am | Workshop Activity <ul style="list-style-type: none"> - How to assess a project for commercial potential |
| 10:30am – 11:00am | Morning Tea and Networking |
| 11:00am – 11:45am | Module Two: Negotiating Technology Deals <i>AIC Facilitator</i> <ul style="list-style-type: none"> - Introduction to deal parameters - Strategies for successful licensing - Term sheets and license agreements - Negotiating deals |
| 11:45am - 12:30pm | Case Study Guest Speaker <ul style="list-style-type: none"> - A case study guest speaker will share their story about how they have commercialised their product and the challenges they have faced along the way |
| 12:30pm – 1:30pm | Lunch and Networking |
| 1:30pm - 2:30pm | Module Three: Valuation of Intellectual Property <i>Guest Speaker – Intellectual Property Specialist</i> <ul style="list-style-type: none"> - Valuation and company growth - Valuation methodologies and techniques - Valuation as a basis for negotiation - Issues and challenges |
| 2:30pm – 3:00pm | Workshop Activity <ul style="list-style-type: none"> - Intellectual property valuation techniques and application |
| 3:00pm – 3:30pm | Afternoon Tea and Networking |
| 3:30pm - 4:15pm | Module Four: Collaborative Relationships <i>AIC Facilitator</i> <ul style="list-style-type: none"> - The importance of collaboration when attempting to commercialise research - What does effective collaboration look like? - Types of collaborative relationships - Practical Models for Collaborative Relationships |
| 4:15pm – 4:45pm | Workshop Activity <ul style="list-style-type: none"> - Are you prepared for Collaboration? Assessment for partnering exercise |
| 4:45pm – 5:00pm | Workshop Conclusion |

“The techniques and skills obtained at the bootcamp will greatly aid in the development of processes for the second iteration of the Pork CRC.”

Graeme Crook | Pork CRC