



Monash University held their first Commercialisation Bootcamp in May 2007 for 16 staff from a variety of different fields including science, engineering, medicine and arts. With a specific business development focus, this workshop addressed topics such as "Establishing Partnerships through Relationship Management", "Customer Relationship Management", and "Negotiating Technology Deals" in addition to the standard Commercialisation Bootcamp content.

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