

Media release

4 July 2007

Arm and Pitch Yourself into Commercial Battle

The Innovation Centre, Bentley will be the site for a two day Commercialisation Bootcamp which will arm Australian researchers with vital skills needed to commercialise their research.

The Australian Institute for Commercialisation's (AIC's) *Commercialisation Bootcamp* introduces participants to the commercialisation process, including how to best structure a research program for commercial outcomes, develop a pitch for potential investors and realise the potential of commercial outcomes in the market.

AIC Chief Executive Officer Dr Rowan Gilmore said the program had been designed to build specific skills in research commercialisation that are crucial to achieving maximum results for Australian commercialisation opportunities.

"In today's economic climate the imperative to commercialise research and development is no longer an issue limited to the private sector", said Dr Gilmore.

"Hundreds of potential ideas fall over as start-up businesses and research organisations don't adequately pitch their ideas by clearly translating their thoughts into the language of investors," he said.

"Getting in front of a potential investor is a challenge in itself, so any experience that can be gained could make a significant difference – an aspect that the AIC's *Commercialisation Bootcamp* provides".

Specifically designed for research personnel, commercialisation managers and officers, the AIC's *Commercialisation Bootcamp* is a highly-interactive and practical introduction to the key principles and issues related to commercialising research.

The hands-on development of a hypothetical project is a key focus of the program, asking participants to outline a marketing strategy, determine steps necessary to further commercialisation, and define intellectual property (IP) and its protection.

These tasks culminate in the development of an investor strategy, followed by the preparation and delivery of an 'Investment Pitch' to a mock investment panel.

"This workshop provides an excellent opportunity for interested parties to develop the knowledge and skills needed to deliver commercial outcomes. The goal is not to turn researchers into commercial business people, it is to raise their awareness so they can add value to the process." Dr Gilmore said.

The program introduces participants to:

- What commercialisation means and ways to identify and assess commercial opportunities
- The various options for taking an idea to market and tips for choosing project partners or investors
- Ways to manage and protect intellectual property
- Manage for profit – business models, market alignment and due diligence.

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Details of the Perth Commercialisation Bootcamp:

Date: 8 - 9 August 2007
Time: 9:00am – 5:00pm
Venue: Innovation Centre, Bentley
Cost: \$935 inc GST

To register visit www.ausicom.com, call (07) 3853 5271 or email Fiona.solomon@ausicom.com

About AIC

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. We address market gaps and accelerate the commercialisation of know how and technology that our clients have created.

About the Year of the Idea

On Australia Day this year the AIC called on Australians to adopt 2007 as the Year of the Idea to help the nation grow and remain globally competitive. The initiative is designed to shine the spotlight on 'ideas' as the first step for innovation and begin to change Australia's ideas culture; to value and recognise ideas and their importance as a way to remain globally competitive. The Year of the Idea is gaining increasing support from industry, research organisations and government.

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