

Media Release
20 June 2007

Prepare for commercial battle

The Brisbane Technology Park 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.

The Commercialisation Bootcamp being held in July will feature a presentation from Lyle Bruce, CEO of GroundProbe, a Brisbane based innovative company that has developed unique measurement systems and services for the mining industry, and won a string of awards including the BHP Billiton Austrade Didgeridoo Business Award - Expomin 2006.

Mr. Bruce will provide insight into how GroundProbe commercialised its product utilising innovative Slope Stability Radar (SSR) technology. The SSR is state-of-the-art technology used to precisely measure and monitor the stability of rock walls found in open-cut mine sites.

AIC Chief Executive Officer Dr Rowan Gilmore said the Bootcamp program had been designed to build specific skills in research commercialisation crucial to optimising Australian commercialisation opportunities. He is delighted to have an innovative company like GroundProbe presenting and discussing its experiences with the researchers.

"With intense global competition, research and development from our universities and public research institutions must always be considered for its commercial potential" said Dr Gilmore.

"Hundreds of potential ideas fall over as start-up businesses and research organisations fail to pitch their ideas in the language of investors," he said.

"To gain an audience with a potential investor is a challenge in itself, so the relevant case studies and experience from companies such as GroundProbe will provide added value to participants who attend the Brisbane *Commercialisation Bootcamp*.

"This program 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", he 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
- Managing for profit – business models, market alignment and due diligence.



Details of the Brisbane Commercialisation Bootcamp:

Date: 18 - 19 July 2007

Time: 9:00am – 5:00pm

Venue: BTP Technology & Conference Centre, Brisbane Technology Park, Eight Mile Plains, QLD 4113

Cost: \$935 inc GST

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

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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 GroundProbe

GroundProbe is a highly innovative and dynamic company developing and supplying its unique measurement systems and services to the international mining and civil infrastructure industries.

GroundProbe's Slope Stability Radar technology has already achieved outstanding success in the global mining industry, having detected numerous wall collapses with sufficient warning to evacuate people and equipment. Equally successful, the company's Ground Penetrating Radar services are also being applied in mining, civil construction and infrastructure industries in Australia and abroad.

GroundProbe has a global user community of its products and services which is composed by some of the world's largest mining companies. By accessing GroundProbe's products and services, users join a global network of professionals sharing their experiences on the application of these technologies, for both the reduction of risk and the improvement of safety and productivity.

GroundProbe commenced commercial operations in 2003 as a spin-off from The University of Queensland. The original R&D projects and associated technical teams were initially funded by a variety of loans and grants including strong support from the Cooperative Research Centre for Sensor Signal and Information Processing (CSSIP), the Australian Coal Association Research Program (ACARP), the Australian Commonwealth Government, the Queensland State Government, and local companies.

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.

For media enquiries:

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