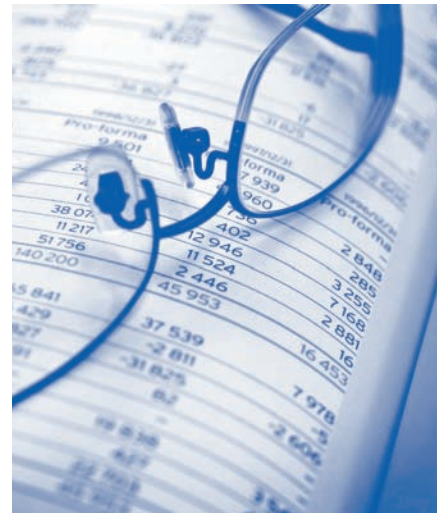




Australian Institute  
for Commercialisation



# → Professional Development



## Professional Development

In today's competitive environment, targeted professional development plays a crucial role in ensuring research organisations and universities maximise the impact of their research through strategic intellectual property management and a positive commercialisation culture.

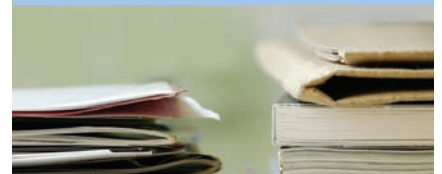
The Australian Institute for Commercialisation (AIC) can deliver private, professional development workshops for your organisation that are tailored to suit your industry and training requirements. Our programs including Commercialisation Bootcamp, Commercialisation Bootcamp Master Class and Collaboration Bootcamp have been delivered with great success to more than 50 universities, CRCs, private industry associations and public sector

agencies across Australia. We are also able to create an individual program for your organisation to ensure it meets your specific commercialisation requirements. Some of the fields we specialise in include:

- Commercialisation
- Collaboration
- Negotiation
- Pitching
- Creativity and Innovation
- Intellectual Property (IP)
- Product Development
- Strategic Business Planning

## Fast Facts

- increased staff retention by providing a career progression option
- increased value from recognition and improved management of IP
- improved culture and behaviours in understanding relationships between industry and CRCs
- improved outcomes from research programs



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.

# Commercialisation Bootcamp™

## The Commercialisation Bootcamp™

The AIC's Commercialisation Bootcamp is an intensive, two-day program, which introduces participants to the various stages of the commercialisation process. It covers topics such as commercialisation pathways, intellectual property, tailoring a research program for commercial gain and R&D partnering. This allows participants to gain a comprehensive commercialisation education that promotes culture change within the organisation, and enables participants to more effectively participate in the process of commercialising their research.

Throughout the two days, participants apply the principles taught to their own situation in interactive workshop sessions, in order to enhance their understanding and commercialisation capability. The workshops sessions then culminate at the end of the program in a pitch competition, where participants compete for investment from a panel of mock investors.

The Commercialisation Bootcamp program also provides the opportunity for the host organisation to promote their institution's commercialisation policies, procedures and objectives.

With more than 70 per cent of past participants able to identify immediate changes they would make to assist their commercialisation processes, hosting a private Bootcamp has proven to be a great investment for many research organisations.

## The Commercialisation Bootcamp™ Master Class

The Commercialisation Bootcamp Master Class is the next step in your commercialisation education, and will assist you in realising the full value from your research and development activities. Designed for past Bootcamp participants, and those who already possess a basic understanding of commercialisation principles, this one-day workshop focuses on:

- Valuation of IP
- Strategic management of technology
- Negotiating technology deals
- Improving buyer relationships
- Assessing opportunities

## Collaboration Bootcamp

The Collaboration Bootcamp aims to increase your ability to create and sustain successful collaborative partnerships. Turning collaboration from a concept into a workable strategy is the key to success for researchers and business alike. This course covers a range of topics including:

- When to collaborate and when to walk away
- How to find appropriate partners
- Partner due diligence
- Structuring the right relationship
- IP and commercial arrangements
- Managing the relationship to make it work
- Tools and checklists to aid decision making

Collaboration Bootcamp can be delivered in a half-day, one-day or two-day format, which is tailored to suit your organisation and educational requirements.

For more information on any of these programs, or to find out how these workshops can be tailored to suit you, please contact the AIC's Education Manager [fiona.solomon@ausicom.com](mailto:fiona.solomon@ausicom.com) or 07 3853 5271.



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