



QUT bluebox Pty. Ltd is the Queensland University of Technology's technology transfer and commercialisation company. QUT bluebox is responsible for managing the intellectual property assets of QUT and works with the university's researchers in the recognition, safeguard and management of QUT's innovations through the use and creation of licensing agreements, start-up companies and industry affiliations.

QUT bluebox engaged the AIC's Business Intelligence Service to provide them with market intelligence on a range of different technologies. The AIC's Business Intelligence Service has access to more than 130 information providers and databases covering more than 30 global industries.

The Business Intelligence Service offered provides QUT bluebox with:

- Up-to-date market intelligence on a range of different technology sectors
- Information to assist evaluation and commercial potential of the technology being commercialised
- Research capabilities to support the bluebox analysts' essential services.

QUT bluebox has continued to engage with the AIC's Business Intelligence service for more than two years and has provided continuous positive feedback regarding the service and the outcomes and insights achieved.