



The Royal Melbourne Institute of Technology (RMIT) is one of Australia's original and leading education institutions. RMIT has an international reputation for excellence in work-relevant education and high quality research, and engagement with the needs of industry and community.

RMIT engaged the AIC's Market Research Service to assist with the commercialisation of a novel technology invented by RMIT researchers. RMIT used the AIC's Market Research Service:

- To understand potential global market size of this new technology being commercialised
- To gain insight on current competing technology globally
- To identify competitors and potential collaborators in the industry
- To understand current and future trends of the industry

RMIT used the market information provided to develop a suitable commercialisation strategy for their technology.