

UNE

UNIVERSITY OF NEW ENGLAND

The University of New England held their first Commercialisation Bootcamp in November 2007 for 15 staff and students from a range of different faculties, including non traditional commercialisation fields. UNE had a number of objectives for this workshop including:

- Increasing enthusiasm among researchers for getting research into the market
- facilitating participants understanding of the process and importance of commercialisation
- Increasing the ability of participants to assess projects for commercial potential

With 89% of participants agreeing that the workshop enabled them to understand commercial realities more clearly, and 100% of participants agreeing that the workshop increased their awareness of other knowledge and skills they need to acquire in order to commercialise the research they are involved in, this Commercialisation Bootcamp was a great success.