



Australian Institute  
for Commercialisation



# → Case Study: University of Southern Queensland



## Fast Facts

The AIC's framework delivered guidance in:

- USQ's approach to commercialisation
- a process and governance for progressing commercial and entrepreneurial activities
- assessing the feasibility of opportunities
- IP protection



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.

## Background

Closely engaged with its communities, the University of Southern Queensland (USQ) is a leader in flexible learning with a significant profile in regionally relevant research.

With their main campus located in Toowoomba, USQ's primary research priorities are in the areas of community health, agricultural engineering, sustainable catchments and engineered fibre composites

## The Opportunity

USQ recognised the intellectual property (IP) created within the various faculties, schools and projects was a potential source of value to the Queensland economy and the broader community. For this reason, USQ undertook the development of a Commercialisation and Entrepreneurial Framework with the assistance of the Australian Institute for Commercialisation (AIC).

At USQ, 'commercialisation' and 'entrepreneurship' described a broad set of activities including:

- the commercial exploitation of IP and the transactional-based sharing or distribution of IP rights
- raising funds from collaborative research
- business development
- income from commercial and technology precincts.

# Case Study:

## University of Southern Queensland

“USQ has used the Commercialisation Framework developed in conjunction with AIC to structure its IP transfer activities. It has given us a learning platform, used in academic staff training, as well as a methodology to review our legal and contractual templates, ensuring higher standards of governance and a better chance of commercialisation success” Gary Brady, Director of Commercialisation USQ

### The Outcome

The AIC's Commercialisation and Entrepreneurial Framework is a range of integrated dimensions directed by strategy and supported by leadership, used to measure outcomes. These include organisational culture and structure, systems and processes, capabilities and knowledge and technology. The framework provides a robust, practical approach to progressing commercial and entrepreneurial opportunities while managing risk.

The framework delivered guidance in:

- USQ's approach to commercialisation
- a process and governance for progressing commercial and entrepreneurial activities
- assessing the feasibility of opportunities
- IP protection

- developing commercialisation models
- IP valuation
- implementing the opportunities.

USQ can now utilise the framework to maximise value creation from the IP it develops through:

- commercialisation activities aligned with key research focus areas to enhance the uptake of USQ research
- market information informing USQ's researchers of particular areas of market need for research development
- contribution to community and industry development and ultimately economic prosperity

- advancing USQ's engagement with the business community, potentially leading to student acquisition, contract research, collaborative grants and consulting opportunities

- opportunities for USQ students to be involved in commercial and entrepreneurial activities and enrich their learning experience at USQ

- generating additional revenue streams for USQ

- enhancing the positioning of USQ as a leading regional university

- contribution to the USQ's sustainability.



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