



Australian Institute
for Commercialisation



→ Case Study: Victorian Centre for Advanced Materials Manufacturing



The Company

The Victorian Centre for Advanced Materials Manufacturing (VCAMM) operates as a portal to a consortium of five Victorian research providers (CSIRO, Deakin, Monash, Swinburne and Latrobe Universities) providing businesses with managed access to Victoria's considerable expertise in the disciplines of advanced materials and advanced manufacturing technologies.

Monash University and VCAMM Ltd have developed a technology for enhancing the strength, formability and joining properties of alloys to deliver high-performance, lightweight materials for global transport markets at a fraction of the cost of current commercial offerings.

The technology called 'continuous equal channel angular processing' or CECAP for short, relies on mechanical enhancement of plate/ sheet metals and therefore promises to deliver higher performance at lower cost.

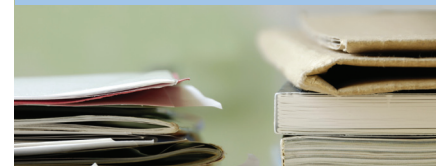
The technology has been proven on various grades of steel and aluminium and is being prepped for use on titanium and magnesium

The Opportunity

VCAMM identified that support was needed to help gain market intelligence to assist in business planning and commercialisation activities for the new CECAP technology.

Fast Facts

- The AIC provided market research to assist VCAMM in business planning and commercialisation activities for new CECAP technology
- This intelligence supported the technical and business decision processes associated with increasing the scale of the technology to industrial levels



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.

Case Study:



Victorian Centre for Advanced Materials Manufacturing

In September 2009, the Australian Institute for Commercialisation's (AIC) market research team was engaged to help VCAMM assess the market by providing trends, volumes and prices of different materials for the global transport markets.

This initial market research activity that was conducted by the AIC was requested with urgency. A deliverable, in the form of a comprehensive market snapshot, was provided to VCAMM within one week.

In March 2010, the AIC was again engaged by VCAMM to provide further market intelligence, required to better define identified markets, and understand potentially competitive technologies that Monash and VCAMM would encounter during the ongoing efforts to commercialise CECAP.

The objective of this second market research activity was to focus and update the work previously conducted by the AIC.

The market research was requested by VCAMM to feed into both the technical and business activities associated with increasing the scale of the technology to industrial levels.

VCAMM were specifically seeking market intelligence on the Aerospace, Automotive, Steel and Aluminium industries.

The AIC proposed a five day, phase one market research program to fulfil this request and was able to ascertain useful and credible data to answer most of VCAMM's questions.

The AIC delivered a comprehensive 101 page report, utilising 20 different information sources. Within the report, numerous suppliers were identified and many different market trends and industry price points were provided.

Client Feedback

According to James Sandlin, lead VCAMM Program Manager on the CECAP project, "VCAMM continues to turn to the AIC for Market Research because of their unique approach, rapid response and fair cost. We've been using the AIC for market intelligence on various projects since 2006, and in every case they have found exactly the information we've asked for, in a quantitative format that makes it easily usable. The Market Research team at AIC is particularly good, in that they've got technical personnel on staff, who know what information is going to be useful to any new endeavour. They have also structured their Market Research application process so that it is streamlined, confidential and easy to use."

AIC Market Research

An accurate understanding of market trends and opportunities can be the difference between successful development and commercialisation of new products and services, or an unsuccessful endeavour.

The AIC produces customised market research reports tailored to the requirements specified by organisations such as VCAMM Ltd. Information is gathered from a number of credible sources to establish a broad and relevant understanding of the applicable markets.

The AIC primarily engages in secondary market research which involved gathering, collating and analysing information from a number of reputable market research sources and summarising that information into a single report.

The AIC follows this methodology, as triangulation of data and information from multiple sources and resources increases the validity and reliability of the market research intelligence. The AIC consults resources such as Frost & Sullivan, IBISWorld, Datamonitor and many others when conducting market research activities.

If you are interested in finding out more about the AIC's market research services please contact 07 3853 5225 or e-mail info@ausicom.com or visit www.ausicom.com



Brisbane | Sydney | Melbourne | Adelaide

Head Office

1 Clunies Ross Court, Eight Mile Plains, QLD 4113

PO Box 4425, Eight Mile Plains, QLD 4113

t: 1300 364 739 | f: +61 7 3853 5226

e: info@ausicom.com | w: www.ausicom.com