

Commercialisation Masterclass

BRISBANE - 13 MARCH 2013

Take the next step in your commercialisation education with the AIC Commercialisation Masterclass.

This intensive one day workshop will assist participants to derive full value from their research and development activities.

The interactive program is designed for past Commercialisation Bootcamp participants or those who already possess a basic understanding of commercialisation principles.

The workshop develops and extends existing commercialisation knowledge and will explore the following areas:

- How to assess a project for commercial potential
- Managing innovation and collaboration for commercial results
- Strategic management of new technology
- Negotiating deals
- Valuation of intellectual property

There will also be workshop activities throughout the day to enhance your learning and demonstrate how the theory can be applied.

Case studies will provide examples of commercialisation in action and ensure the workshop is soundly based on real world techniques and current, practical information.

Places are limited at these workshops to ensure all participants receive a quality learning experience. Register today to secure your place and avoid missing out.

You should attend this Masterclass if you:

- Work in a position that requires you to commercialise your research or manage other researchers
- Have a desire to derive greater value and results from your research activities
- Wish to improve and build upon your existing knowledge of commercialisation
- Are Preparing to commercialise or sell your research in the future

Academic Credit

In recognition of the AIC's contribution to improving commercialisation outcomes in Australia and abroad, the University of Adelaide's ECIC will provide credit to AIC Commercialisation Program participants.



ECIC | Entrepreneurship
Commercialisation
and Innovation Centre

On successful completion of the Commercialisation Bootcamp and the Commercialisation Masterclass, the participant can apply for credit to contribute towards the Masters of Science and Technology Commercialisation at the University of Adelaide.

REGISTER NOW!

Date: Wednesday 13 March 2013

Time: 8:30am - 5:00pm

Venue: Brisbane Conference and Exhibition Centre,
Merivale street, South Brisbane QLD 4101

Cost: \$395 per participant (includes materials and catering)

Visit www.ausicom.com/events to register online

t: 07 3364 0614 **e:** education@ausicom.com

“ I valued the exposure to all aspects of commercialisation. I am completely new to this field, but I now have a good overview of the issues to be considered. ”

Dr Susan O'Brien |
CRC for Rail Innovation



Australian Institute
for Commercialisation

Commercialisation Masterclass Program

TIME	AGENDA ITEM
9:00am - 9:15am	Welcome and Introductions
9:15am - 10:00am	Module One: Technology for Profit <i>AIC Facilitator</i> <ul style="list-style-type: none"> - Introduction to Innovation - Strategic management of technology - Evaluating new opportunities - Commercialising new technologies
10:00am – 10:30am	Workshop Activity <ul style="list-style-type: none"> - How to assess a project for commercial potential
10:30am – 11:00am	Morning Tea and Networking
11:00am – 11:45am	Module Two: Negotiating Technology Deals <i>AIC Facilitator</i> <ul style="list-style-type: none"> - Introduction to deal parameters - Strategies for successful licensing - Term sheets and license agreements - Negotiating deals
11:45am - 12:30pm	Case Study Guest Speaker <ul style="list-style-type: none"> - A case study guest speaker will share their story about how they have commercialised their product and the challenges they have faced along the way
12:30pm – 1:30pm	Lunch and Networking
1:30pm - 2:30pm	Module Three: Valuation of Intellectual Property <i>Guest Speaker – Intellectual Property Specialist</i> <ul style="list-style-type: none"> - Valuation and company growth - Valuation methodologies and techniques - Valuation as a basis for negotiation - Issues and challenges
2:30pm – 3:00pm	Workshop Activity <ul style="list-style-type: none"> - Intellectual property valuation techniques and application
3:00pm – 3:30pm	Afternoon Tea and Networking
3:30pm - 4:15pm	Module Four: Collaborative Relationships <i>AIC Facilitator</i> <ul style="list-style-type: none"> - The importance of collaboration when attempting to commercialise research - What does effective collaboration look like? - Types of collaborative relationships - Practical Models for Collaborative Relationships
4:15pm – 4:45pm	Workshop Activity <ul style="list-style-type: none"> - Are you prepared for Collaboration? Assessment for partnering exercise
4:45pm – 5:00pm	Workshop Conclusion

“The techniques and skills obtained at the bootcamp will greatly aid in the development of processes for the second iteration of the Pork CRC.”

Graeme Crook | Pork CRC