

INNOVATION ACTIVITY

SUCCESS THROUGH
COMMERCIALISED INNOVATION



4 DAY PROGRAM AT A GLANCE:

- Innovation pre-assessment of your business
- The Innovation Imperative
- Pre-empting the market
- Maximising intangible assets
- Go-to-market R&D
- Business planning and Strategy
- Resourcing
- Maximising innovation value and sustainability
- Innovation post-assessment and review of your business
- Valued at over \$9,700

COST:

- \$1,500 Introductory Offer for four days
- Contact AMCRC for group discounts

LOCATION:

- Brisbane Technology Park Conference Centre
1 Clunies Ross Court
Eight Mile Plains
Brisbane QLD 4113
Australia

DATES:

- Part A: 8 & 9 Nov 2011
- Part B: 23 & 24 Nov 2011



ADVANCED
MANUFACTURING CRC

Established by the
Advanced Manufacturing CRC

What is the cost of not innovating?

What happens when you don't innovate but your competition does?

How much ground will your competitors gain?

Consider the cost of AT&T missing the cell phone and Kodak missing the digital camera?

History is littered with examples of organisations that have paid a high price for not innovating.

Innovation is not a talent, it's a skill that can be learnt. Successful innovation will open new frontiers for your business and put you way ahead of the competition.

The AMCRC has pooled their unique expertise to help SMEs implement a more fruitful innovation process. Our team of experts have a proven track record of development and profitable commercialisation of IP.

This program will enable your organisation to:

- Build profitable new businesses.
- Foster clever ideas with commercial potential.
- Align IP efforts with your strategy.
- More tightly focus your R&D budget.
- Nurture innovative high performing teams.
- Discover profitable business models.
- Know how and when to protect IP.

- Learn how to exploit your IP through licensing.
- Exploit your technological potential.
- Inexpensively source talented expertise.
- Attain access to exclusive networks.
- Gain an unfair advantage over your competition.
- Discover fresh perspectives on old problems.
- Plan for and execute exit strategies.

“This world leading course will give you the tools you need to maximise innovation in your organisation, in a targeted way that will help with attaining commercial success. This course is applicable to any business in any maturity.”

Adrian Morphet (Earth Systems)

INNOVATIVITY

“The Innovativity course provided a good overview of the innovation process with some excellent practical examples and tools. I am looking forward to implementing the knowledge learnt to improve our innovation/product development and maximise the value obtained.”

Craig Lewis (Planet Innovation)

CONTACT US:

Advanced Manufacturing CRC Ltd.
Level 2, SPS Building
24 Wakefield St
Hawthorn VIC 3122
Australia

- p 03 9214 4780
- f 03 9819 0664
- e info@innovativity.com.au
- www.innovativity.com

“Innovation distinguishes between a leader and a follower.”

Steve Jobs (Founder – Apple)



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Advanced Manufacturing CRC



Established and supported
under the Australian
Government's Cooperative
Research Centres Programme

Who will benefit from this Program?

This program is for Australian and Global Manufacturing SMEs and tailored for teams of professionals ranging from Engineers to CEOs.

The Innovativity program will equip your organisation with inside information and specialist skills previously unavailable to all but the largest companies.

Highly Respected and Influential Presenters

RICHARD CARO

- 20 years of experience at the intersection of technology and business – as a startup CEO; startup CTO; occasional angel investor; and advisor to new business ventures.
- Specialises in creating new products, raising capital, market analysis (particularly for novel product concepts attacking “white spaces”), growth strategies, mergers and acquisitions.

RICHARD PAYNTING

- One of the world's most experienced and creative New Product Development practitioners.
- Managed new product development groups internationally for over 30 years with direct operating and senior management experience in the US, Europe, and Asia.

JOHN KAPELERIS

- Successful in developing 16 new medical products that gained international market acceptance.
- Held positions of VP, Deputy CEO and various Managerial roles.
- Expert in innovation and commercialisation strategies. Co-author of “Innovation and Entrepreneurship in Biotechnology, An International Perspective.”

JOHN STONIER

- Renowned expert in areas which include the development, negotiation and management of intellectual property and technology agreements.

- Chairman or member of a number of Federal government committees, including the ALRC Advisory Committee and IP Rights, the IP and Competition Review and the Industrial Property Advisory Committee.
- Former President of the Licensing Executives Society (LES) International and LES Australia.

CHRIS SOTIROPOLOUS

- International executive management and legal background.
- Has completed over USD\$300M worth of biotechnology and pharmaceutical licensing deals.
- Experience in market commercial assessment and deal negotiation along with extensive global networks in healthcare and information technology with both technology owners, financiers and distribution channel providers.

“The experience and calibre of presenters and facilitator were excellent, giving confidence that we were learning from some of the best in innovation. The content was relevant not only to our strategy and management but also to day-to-day activities and our company culture.”

Paul Howley (Planet Innovation)

