

# Australian Institute for Commercialisation

CULTIVATING  
BUSINESS  
INNOVATION AND  
TRANSFORMING  
INNOVATION INTO  
OUTCOMES AND  
GROWTH

The Australian Institute for Commercialisation (AIC) provides innovation and collaboration services that help organisations grow. Using our networks and experience, we deliver services to achieve that by establishing partnerships, improving skills, and providing commercialisation advice.

Since its inception in 2002, the AIC has been working with researchers, entrepreneurs and governments to help create a culture where commercialisation and industry engagement is widely practiced, and to provide services to help convert know-how and intellectual property into products and services that benefit the community.



The AIC's work spans a range of sectors, including clean energy, water, biotech and health, tourism, agriculture, oil, gas, and mining, advanced materials, and IT, to name a few. All have in common the use of knowledge and intellectual property to derive a sustainable competitive advantage for the business, and in the process, achieve successful commercialisation.

We work with clients to:

1. Grow their business
2. Cultivate innovation
3. Improve commercialisation skills
4. Protect their idea
5. Identify new business opportunities
6. Form partnerships for commercialisation
7. Access new markets

#### **AIC programs reaching entrepreneurs, firms and industries**

The AIC has a range of programs to support individual entrepreneurs, firms and industry sectors:

**Inventor Service:** A joint initiative with the Queensland Government's Department of Employment, Economic Development and Innovation, this service provides online tools, resources and information, as well as business consultancy to assist inventors with the commercialisation of their ideas.

**Ideas2Market:** The Ideas2Market program provides innovators and small-to-medium enterprises (SMEs) with information and skills to improve their competitive advantage. The series consists of two distinct workshops to cater for those who are firstly looking to start a business or progress an invention, and secondly to existing businesses that are looking to grow, improve and foster sustainability.

**Market Research:** The AIC offers a specialised market research service providing high quality, customised market intelligence to support commercialisation activities. Clients use this information to assess business opportunities, identify market gaps and opportunities, and build credibility with potential investors and partners.

**Innovation Coaching:** The AIC's Innovation Coaching program, assists Queensland businesses to solve problems, identify new opportunities and improve their profitability through innovative new activity and business model innovation. The program assists SMEs to access a range of innovation services and innovation support programs by supporting them to identify the best opportunities and solutions to solve pressing challenges or enter new markets.

**TechFast®:** The AIC's TechFast® program, now in its seventh year, has provided hands-on assistance in the past year to more than 100 SMEs around Australia that seek to solve product or service issues, access technical capabilities, or pursue new market opportunities. This assistance is provided by identifying and linking clients with the right people and organisations to support them in their business objectives.

**TechClinics™:** AIC TechClinics™ enable groups of firms in a particular sector to pursue specific opportunities in a coordinated and unified way. Across various industries and industry sectors, TechClinics™ are assisting in the development and maintenance of deeper, more robust linkages between end-users, researchers, industry and government.

#### **AIC programs worth annual \$364M to Australia**

An independent report estimates that innovation services provided to business by the AIC is generating up to \$364 million per year in the economy through additional business turnover, exports, and hundreds of new jobs.

The independent report specifically examined three flagship AIC programs: Ideas2Market, TechFast® and TechClinics™, each of which works with individual entrepreneurs, firms and industry sectors respectively.

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