Intellectual Property is wealth

• The product of your mind or intellect
  – you create new IP every day
• Intangible in nature
• Exists in several different forms
• IP can be bought and sold, rented (licensed) and destroyed

“U.S. intellectual property today is worth between $5 trillion and $5.5 trillion, equivalent to about 45 percent of GDP and greater than the GDP of any other nation in the world.”
“Intellectual property is the oil of the 21st century. Look at the richest men a hundred years ago: they all made their money extracting natural resources or moving them around. All today’s richest men have made their money out of intellectual property.”

Mark Getty
The Value of IP

- Exclusive property of the owner
- Gives competitive edge in the market place
- IP is often the ONLY real asset that a start-up company owns
- Large Industries built almost solely on IP
What is Commercialisation?

• Process of managing the transfer of research outcomes to broad market application
A Process Overview

The Commercialisation Process

What now?
Can I publish?
Who can help me?
How do I take my idea to market?

Due diligence
Weaknesses
Opportunities
Strengths

Lab books
Protect IP
Research & Development
Board of Directors
Marketing
Development
Sales
Management
Legal and regulatory environment
Partners
Licence or form company?

What will the market pay?
Maybe this has commercial potential?

Introduction!
Start-up company
Licence

Operations
Funding
Secure funding
Business Plan
Marketing Plan
Package deal

Due diligence
Market analysis

Funding
Business Plan
Marketing
What now?

Uniqest

Visio Corporation
New knowledge generation and its application

Stage of new business development process

3,000 raw ideas
300 ideas submitted
125 small projects
9 early stage developments
4 major developments
1.7 launches
1 success

It is not an easy road!!

Source: Stevens and Burley Plotting the rocket of radical innovation, 2003
Why Commercialise?

• Personal satisfaction or economic gain
• Break free of the competitive grants cycle
• Career advancement, expanded career options = ‘employability’
• ‘No strings’ funding for further R&D
• Peer recognition
• Relative autonomy
Research & Discovery

Intellectual Partners
- Research collaborators … but take care
- Faculty commercial managers … targeting your research

Financial Partners
- Govt granting bodies
- Industry contracted research
- Philanthropy

Maybe this has commercial potential
Discovery!
Qualifying your Discovery

**Intellectual Partners**
- End users … but, again, take care
- UniQuest & Faculty commercial managers

**Financial Partners**
- Commercialisation arm, UniQuest

---

**How do I take my idea to market?**

- Can I publish?
- What now?
- Who can help me?

**Initial due diligence & market analysis**

**Due diligence**

**Lab books**

---

**Weaknesses**

**Opportunities**

**Strengths**

**Threats**

**Can I publish?**

**Due diligence**

**Lab books**
IP Protection & Packaging

**Intellectual Partners**
- UniQuest & Faculty commercial managers
- Patent attorneys and consultants

**What is the IP and how do I protect it?**

**Financial Partners**
- Commercialisation arm, UniQuest

**Package IP for product and finance markets**

**Marketing Plan**
- What will the market pay?

**Business Plan**
Commercial Options & Resourcing

**Intellectual Partners**
- Research collaborators & end users
- Financial Partners
- Commercial & legal service providers (including UniQuest)

**Financial Partners**
- Govt programs – eg Commercial Ready, ISUS, COMET
- Angel Investors
- Pre-seed venture funds – eg Uniseed, Symbiosis and PSFs
Adding Value through to Exit

**Intellectual Partners**
- Increasingly – shareholders, directors & staff
- Research, channel partners & end users
- Legal & accounting service providers

**Financial Partners**
- Variously – seed finance → venture capital → expansion capital → strategic investors → debt providers → public markets
- Operations

When and how to exit?
Recognise the Potential of your Research

- Do I think my research has value?
- Is my research of interest to my peers?
- Would the outcomes of my research make a difference in the research field?
- Is it possible that my research could be applied in a way that people would pay for?
How to Identify a Commercial Opportunity

What is the Product?

• Tangible thing
  • Compound
  • Device
• Process
  Manufacturing method
• Service

Is it of Value?

• Scientific value is insufficient
• “External world” application
• Must be a “market need”
• Advantage over existing products is key (IP protected)

Define a USP – Unique Selling Point
What to Investors Look for?

- **People**
  - Passion & commitment; Experience; Synergy

- **Value Proposition**
  - Clearly solves well defined problem; Clear path to market; Unique and discriminating proposition

- **Intellectual Property**
  - Compelling technology; Ability to protect; Differentiated skill set

- **Market**
  - Create barriers to entry; Growing & large; Competitive awareness

- **Growth**
  - Rapid growth & scaleability; Clear strategy; Global vision

- **Business Model**
  - Sales cycle & pipeline; Sustainable margins; Path to +ve cashflow

- **Exit for financial investors**
  - Clear path; Creation of significant RoI; Value creation
**Backdrops:**
- These are full sized backdrops, just scale them up!
- Can be Copy-Pasted out of Templates for use anywhere!

**Additional Graphics:**
- Scale them up or down!
- .GIF clipart is animated.
- .JPG clipart can be scaled up and take up little file space.
- .PNG clipart can be scaled unusually large without distortion.