

# Intellectual Property and the Commercialisation Process

An Overview



# 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.”

R. Shapiro and K. Hassett “The Economic Value of Intellectual Property” 2005.



# What Creates Wealth?

*“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

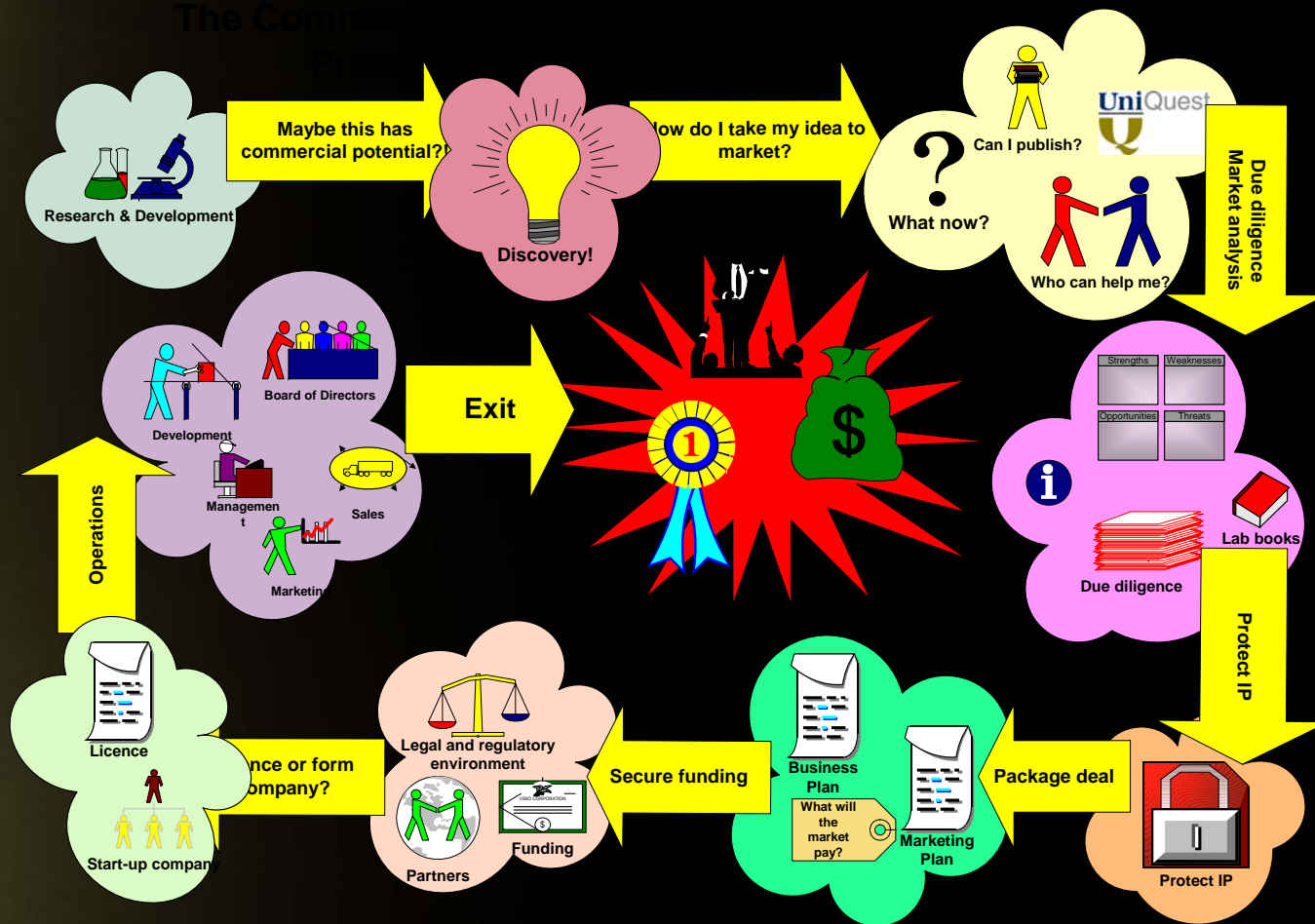
- Exclusive property of the owner
- Gives competitive edge in the market place
- IP is often the **ONLY** real asset that a start-up company owns
- Large Industries built almost solely on IP



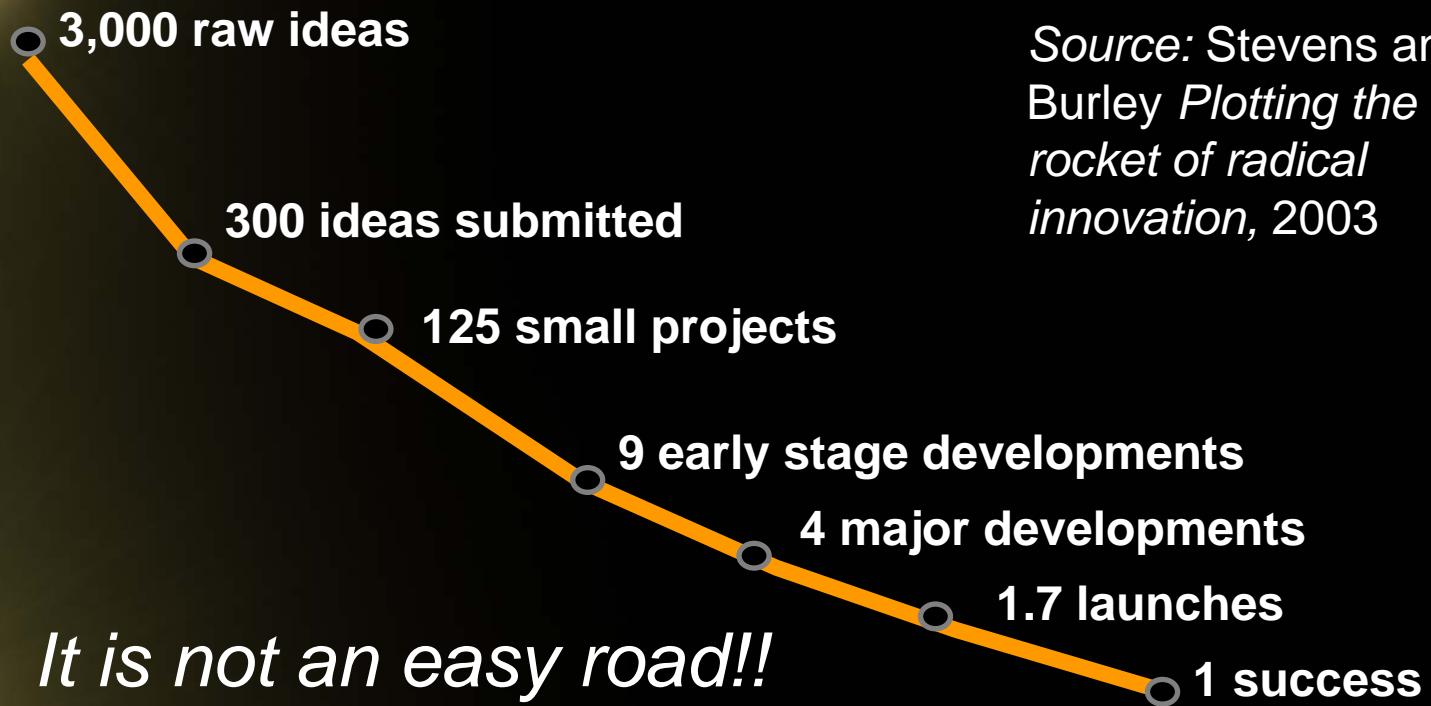
# What is Commercialisation?

- Process of managing the transfer of research outcomes to broad market application

# A Process Overview



# New knowledge generation and its application



Stage of new business development process



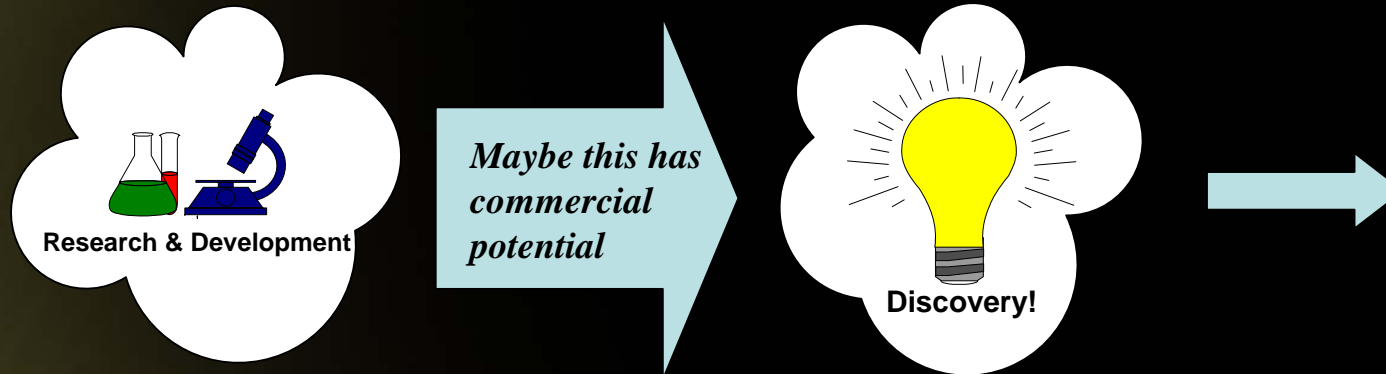
# Why Commercialise?

- 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*

# Qualifying your Discovery

## *Intellectual Partners*

- *End users ... but, again, take care*
- *UniQuest & Faculty commercial managers*



## *Financial Partners*

- *Commercialisation arm, UniQuest*

# IP Protection & Packaging

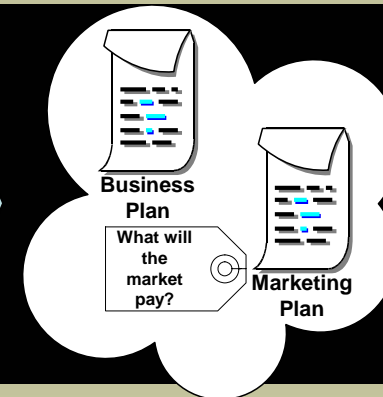
## *Intellectual Partners*

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

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



*Package IP for  
product and  
finance markets*



## *Financial Partners*

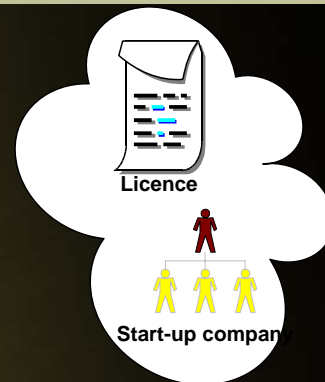
- *Commercialisation arm, UniQuest*

# Commercial Options & Resourcing

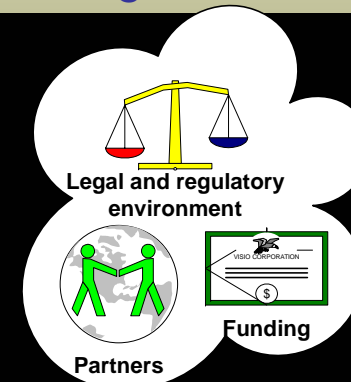
## *Intellectual Partners*

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

*Choose a  
commercial  
model*



*Securing  
funding and  
people*



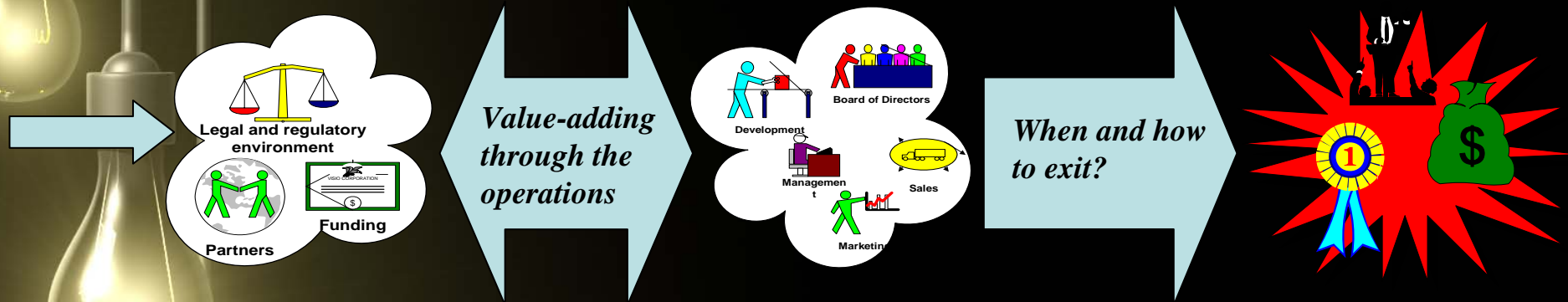
## *Financial Partners*

- *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*



# 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 & scalability; Clear strategy; Global vision*
- **Business Model**
  - *Sales cycle & pipeline; Sustainable margins; Path to +ve cashflow*
- **Exit for financial investors**
  - *Clear path; Creation of significant Rol; Value creation*



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## Backdrops:

- These are full sized backdrops, just scale them up!
- Can be Copy-Pasted out of Templates for use anywhere!

**Title Backdrop**



**Slide Backdrop**



**Transitional Backdrop**



**Print Backdrop**



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## 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.