



Commercialisation Bootcamp 2010

DATE

24th & 25th March 2010

TIME

8:30am- 5:00pm

VENUE

Rm: IDC121A
Industry Development Centre
University Drive
Callaghan

RSVP

17th March 2010

FOR MORE INFORMATION

Contact:
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The AIC Commercialisation Bootcamp is a highly interactive and practical introduction to the key principles and issues related to commercialising research.

LEARN

- What commercialisation means and why you should be interested
- Ways to identify and assess commercial opportunities
- Tips for choosing project partners or investors
- The various options for taking your idea to market
- Ways to manage and protect your intellectual property
- Managing for profit: business models, market alignment and due diligence
- Approaches to negotiating deals
- How research commercialisation can exist in harmony with scientific or scholarly endeavor.

WHO SHOULD ATTEND?

- Researchers
- Inventors
- Business and administration personnel working with researchers
- Postgraduate students
- Postdoctoral early-mid career scientists
- Commercialisation managers and officers

PROGRAM DETAIL

The AIC's Commercialisation Bootcamp is an intensive, two day event which introduces participants to the various stages of the commercialisation process. It covers topics such as commercialisation pathways, intellectual property, tailoring a research program for commercial gain and R&D partnering.

During the course of the Bootcamp participants periodically reflect on their own or their organisations' research to gain an understanding of how the principles taught might be applied.



Australian Institute
for Commercialisation

