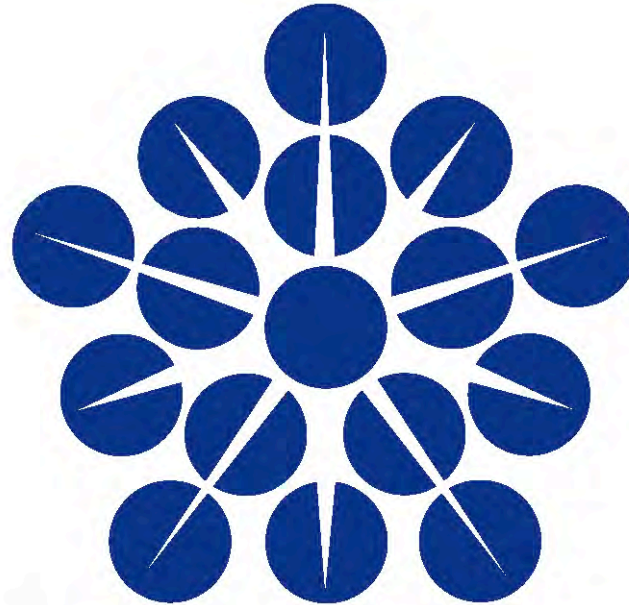




THETRITONFOUNDATION

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**THETRITON**FOUNDATION  
*promoting Australian invention...*

*The genius of Leonardo...*



*Knew the science of art and put the art into science!*



### Leonardo the:

- **Artist** – Mona Lisa, Last Supper ...
- **Inventor** – Helicopter, parachute, bicycle ...
- **Engineer** – Tank, mortar, submarine ...
- **Scientist** – Anatomy, Botanist, Geologist, Physicist ...

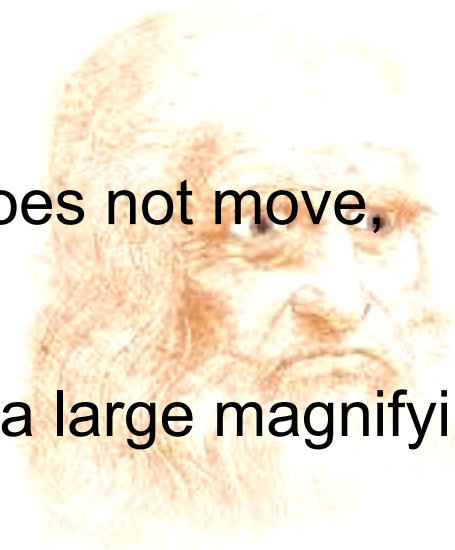
*Leonardo's great scientific breakthroughs.*

**40 yrs before Copernicus** – “The sun does not move,  
...the earth is not the centre of the universe.”

**60 yrs before Galileo** – Suggested using a large magnifying  
glass to study the surface of the moon

**200 yrs before Newton** - Theory of gravitation, he observed  
that weights fall to the centre of the earth and therefore  
suggested that the earth must be round

**400 yrs before Darwin** - Evolution. He wrote, “Man doesn't  
vary from animals except in what is accidental”



*One of the seven 'Da Vincian' principles....*

# Curiosità



“An insatiably curious approach to life and an unrelenting quest for continuous learning.”

*Can curiosità lead to a commercial product?*





*You've got a great idea, now what?*

### 1. The “Need”

- What “need” does it satisfy?
- Can you describe your idea in terms of the need it satisfies in 20 words or less?

*Is there really a NEED?*





*You've got a great idea, now what?*

## 2. Market focus – not product focus

- How big is the “need”?
- How much will people pay for it to be satisfied?
- What else already satisfies the “need”?

*There is definitely a need!*



*A creative solution!*



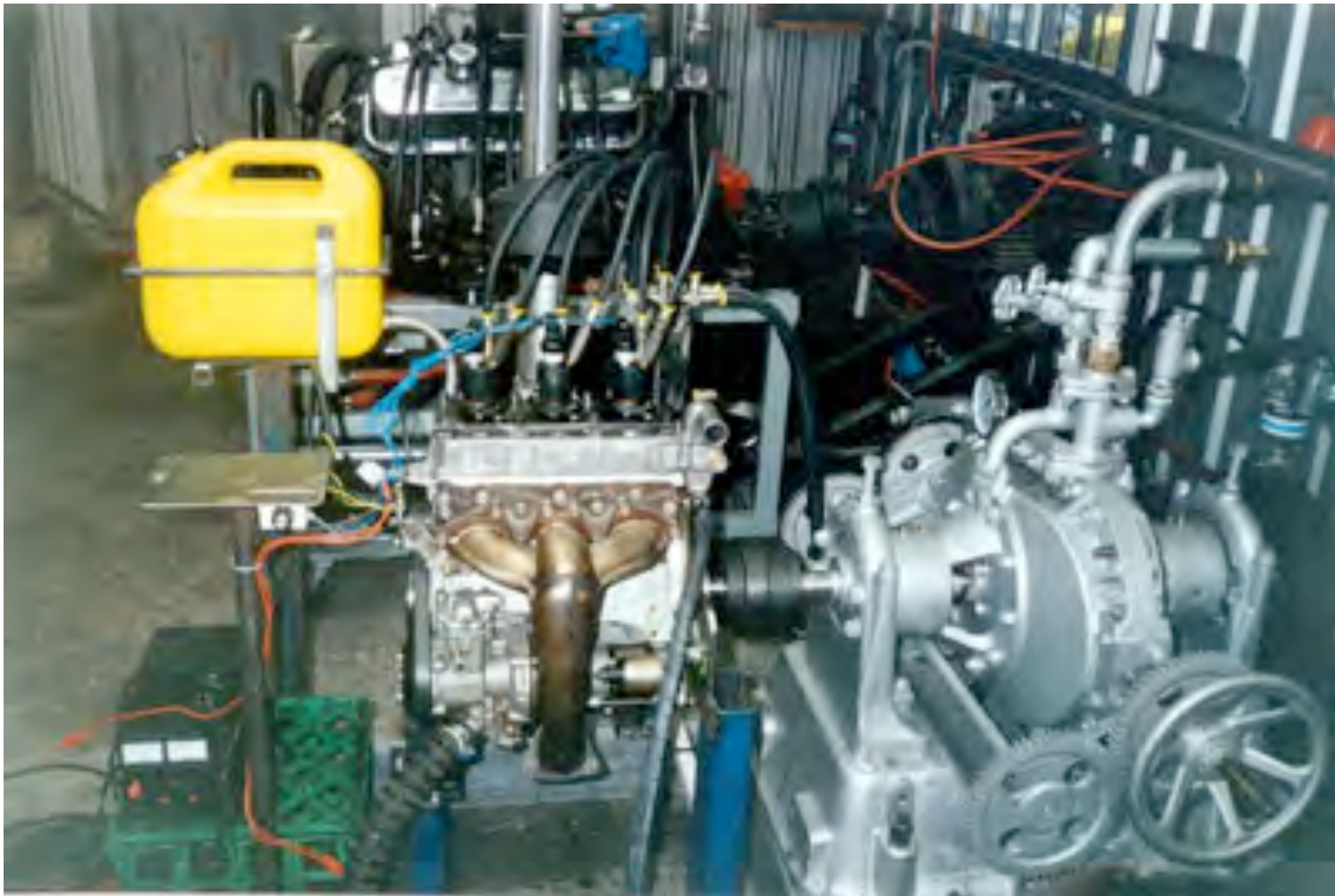


*You've got a great idea, now what?*

### 3. How do you commercialise?

- **Build a business**
- **License**
- **Sell**

*What is the best pathway?*





# The Triton Foundation

***“Promote a culture of **Innovation** and **Entrepreneurship** in Australia, particularly among our youth, by visibly helping innovators commercialise their ideas.”***

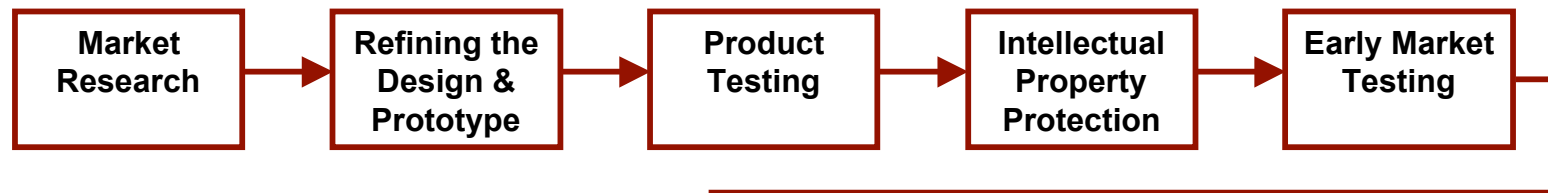


# Commercialisation Pathway

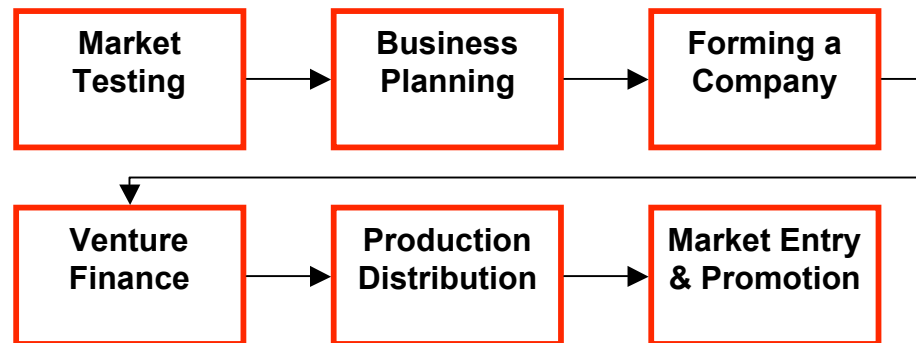
## Overview & Research



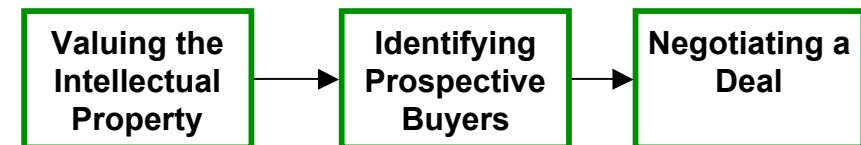
## Development



## Commercialisation



## Licensing or Selling





*The Foundation will achieve this mission in three distinct ways.*

### 1. Education

- Structured educational resources
- Review and independent assessment

### 2. Case management

- Personalised action plan
- Mentoring

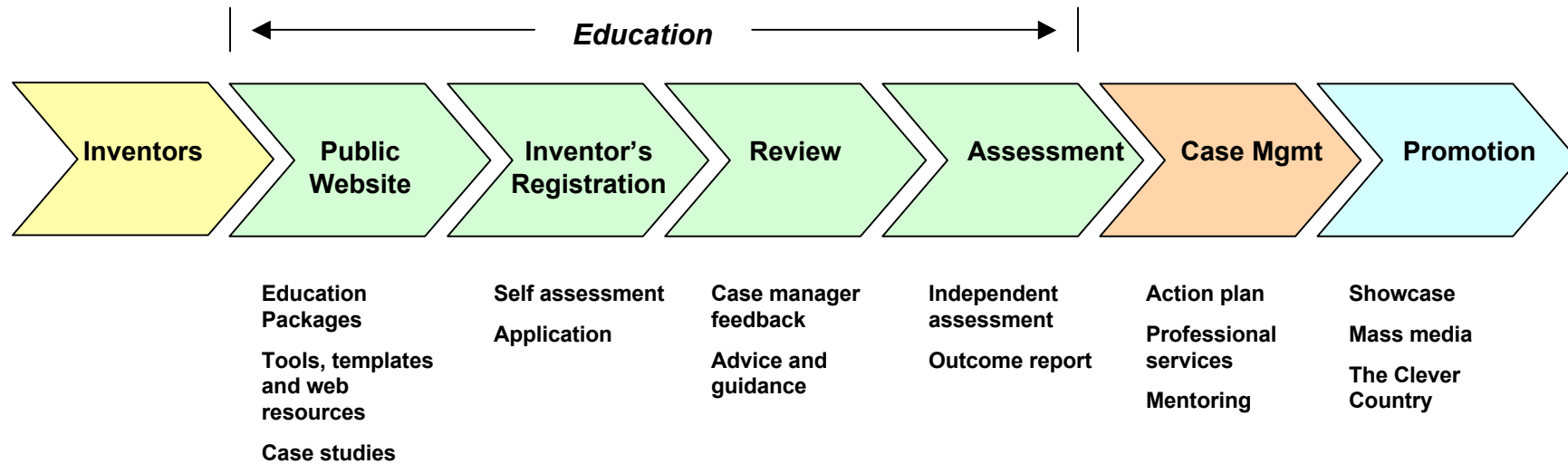
### 3. Promotion

- Mass media promotion
- TV, print, radio, internet ...



## How do we do it?

### *Operational flow.*





### *Key components of a successful commercialisation strategy*

# 1. Team building

- the right people in the right role

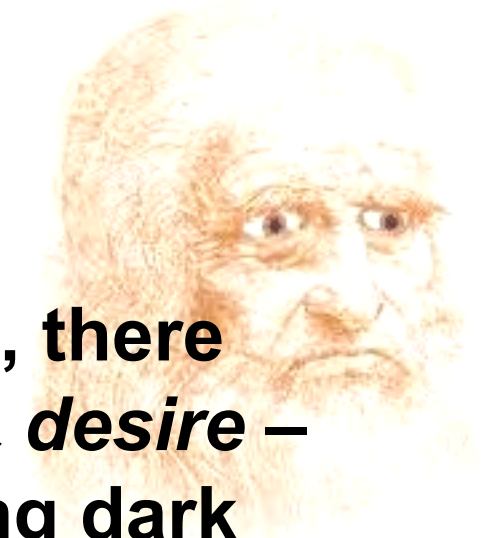
# 2. Structure

- providing education, frameworks and mentors

# 3. Goal

- set timeframes and aim for measurable outcomes (prizes)

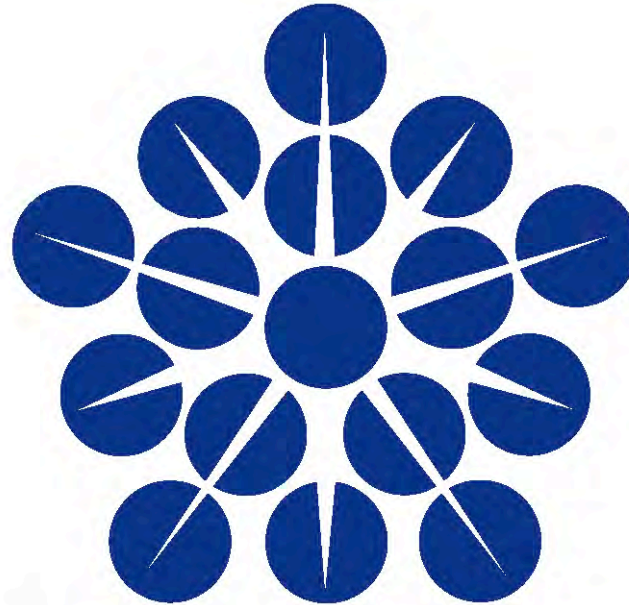
*Fear & desire...*



**“...and after I stayed awhile, there arose in me two things, *fear & desire* – *fear* because of the menacing dark cave, and *desire* to see whether there were any miraculous things within!”**



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