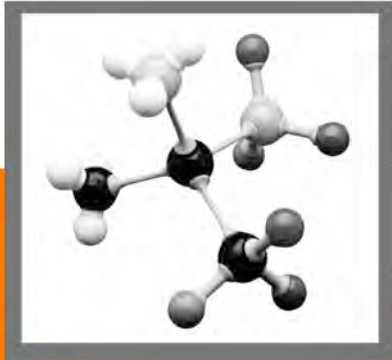


Unisearch



Unisearch Limited

**Effective commercialisation of
publicly funded research**

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effective commercialisation

- introduction...
- a case history...
- what is commercialisation?..
- issues under the surface...
- adding value...
- in conclusion...

a case history

- a baptism by fire - Pinnacle VRB Ltd – the vanadium redox battery...
- the unfolding saga...
- what the papers said...
- what we learnt...

what is commercialisation?

commercialisation is:

- a set of tasks...
- carried out in an organisational and decision-making context...
- often judged by reference to desired outcomes...
- a lengthy process that requires a long term commitment and significant financial resources...

issues under the surface

- perspectives of the stakeholder...
 - *community*
 - *host institution – university or research institute*
 - *portfolio investor – the Unisearch experience*
 - *start-up/spin-off*
- moving from public funding to private sector...
- tend to be multifaceted...
- need to be articulated...

adding value

- scientific due diligence...
- market analysis and business development...
- clear title to the intellectual property...
- contractual arrangements...
- seeding ventures...
- managing expectations...

adding value - creating a spin-off

- incorporation and capital structure...
- contributing the technology...
- governance framework – board, advisory committees...
- seeding the spin-off...
- managing expectations...

adding value - managing a spin-off

- mentoring management...
- maintaining direction and focus...
- incubating and resourcing the business...
- continued fundraising...
- board effectiveness...
- managing key stakeholder relationships...
- monitoring solvency...

in conclusion

effective commercialisation:

- is far more than a set of tasks undertaken as part of a lengthy process...
- requires stakeholder agreement as to the desired outcomes...
- needs a framework of decision-making and financing that facilitates and supports the process...
- demands a broad range of skills and competencies...