



University of  
Western Sydney

Bringing knowledge to life

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# UWS Commercialisation



- The Past - Licensing
- The Future – Company
- Phytonova™
- SciVentures

# CHAPS



## CENTRE FOR HORTICULTURE AND PLANT SCIENCES



June 10, 09

# STONEFRUIT ORCHARD

- CHAPS LOW-CHILL  
STONEFRUIT BREEDING  
PROGRAM



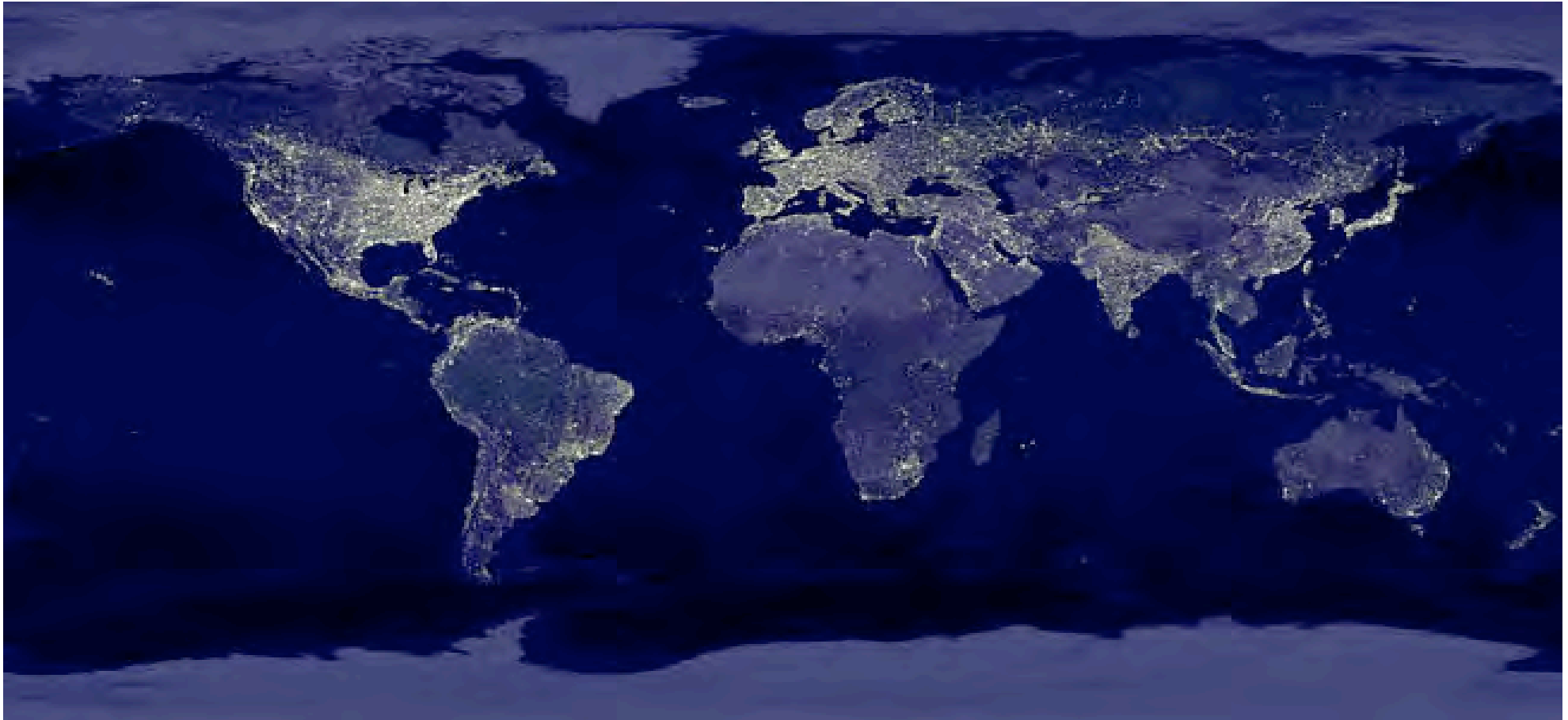


# MILLENNIUM CHERRY

FROM LOW-CHILL STONEFRUIT  
BREEDING PROGRAM

BRED BY  
GRAEME RICHARDS

# University of Western Sydney & SciVentures Pre-Seed Fund



# Pre-Seed Fund Program



- Included in the Australian Federal Government initiative “Backing Australia’s Ability” (BAA)
- Designed to promote economic development from Australia’s “knowledge based economy”
  - ◆ - Strategy to promote value from research through technology commercialisation to deliver increased Australian economic growth

# Investors in SciVentures® PSF



University of Wollongong



Griffith University, Qld



MACQUARIE UNIVERSITY ~ SYDNEY AUSTRALIA



MGROUP



University of Newcastle, NSW

**Research institutions' interests aligned by their investment in the fund**

# Contribution to Australian Economic Development



- PSF program provides a driver and financial incentive for commercialization of R&D from publicly-funded research institutions
- New technology is developed from the inventive concept stage in an environment in which innovation can proceed most productively to realize real economic value.
- Primary Goal of PSF: Address gap between promising research discoveries and effective economic growth resulting from their commercialisation.

# Phytonova™ - The Business



- “Born Global”
- Supply Chain Management
- Breeder ↔ Nursery ↔ Variety Manager ↔ Grower ↔ Marketing Agent ↔ Retailer
- Controlled Trademark
- Competitors

# Challenges

- Intellectual Property
- Method patents
- Variety patents
- PBR - Plant Breeder's Rights

# The Good News



- UWS Equity
- UWS Research
- Regional Employment

