



## Commercialisation & Business Planning

*“An often insurmountable bridge spans from research solution to commercial exploitation”*

### The commercialisation gap

Australia has an enviable reputation for producing world class research but a poor track record when it comes to maximizing the commercial opportunities that result from this research. CIS bridges this gap by translating research solutions into commercial successes.

### Why use CIS?

Our capability is broad and covers the identification of core research capabilities that should be used as the basis of research funding, assessing the potential of a specific idea, business planning for that idea and advice on how to exploit that idea by taking it to market. We therefore have the ability to provide clients with an “end-to-end” technology commercialisation service.

This capability now sees us have most major research organizations as clients as well as a number of R&D departments within commercial organizations.

This same capability can be applied to assist with large grant applications (see grant application capabilities) as well as training staff on how to take ideas to market (see Implementation and Training capabilities)

### Idea assessment

#### **We can provide assistance with:**

- Identifying capabilities that will form the basis of a commercially focused research;
- Validating that research solutions have a market need and identifying the most attractive market applications and segments;
- Analysing the competitive environment and attractiveness of entering identified markets; and
- Understanding and maximising the value chain from idea generation to successful commercialization.

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## Business planning

A rigorous business plan is an important step in the commercialisation process. It serves to not only explain the business opportunity but also serves as a catalyst for decision making, used to guide and focus activities and attract funding.

## Exploitation; taking ideas to market

### We can provide assistance with:

- Advice on the various pathways to market and selection of the most appropriate exploitation model in the circumstances;
- Identifying and engaging potential partners
- Realising the identified opportunity including capital raising and capital structures;
- Guiding successful models for venture creation;
- Training research staff on how to maximize the commercial potential of their research;
- Recruiting the CEO and management team, transfer of key R&D staff; and
- Addressing integration/change management issues

### For more information contact:

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