Developing Commercial Opportunities From Your Research
Research Methods Induction
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Why commercialise?

› Career opportunity and pathway
› Complementary research funding
› Part of the university’s mission?
What’s commercialisation of academic research all about?

› Disseminating scientific results
› One way of making academic work more visible
› One way of profiling universities and its faculties

Drivers & benefits?
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Drivers & benefits?
Disseminating scientific results

- Public benefit & social impacts
- Regional growth
- Revenues to stakeholders
Profiling the university and enhancing academic visibility

- Part of the university’s interaction with society
- Research focus and optimising outcomes
- ‘Blue sky’ funding
- Potential career opportunities
Commercialisation Opportunities

› Expert advice services
› Consultancy
› Contract research
› Commercial technology transfer
Commercialisation Opportunities

› Expert advice services
› Consultancy
› Contract research
› Commercial technology transfer
Commercial Technology Transfer

- Licensing
- Spin-out company
- Joint ventures/corporate ventures
Developing Commercial Opportunities

What is Sydnovate?

› Part of the commercial arm of the University of Sydney

› Mission:

➢ Add highest possible client value while promoting IP, innovation and expertise generated in the University for public good, social and economic impacts,

➢ Proactively facilitate interactions between researchers, industry and public sector,

➢ Be committed to understanding and finding creative solutions to the special needs of each of these sectors,

➢ Provide excellent, efficient and professional service at the highest standards in the industry, and

➢ Find innovative means of commercial development, translation and exchange of knowledge.
Sydnovate Expanding Focus

› Inspire, activate and facilitate technology translation in a broader sense
› Increase the number of internal/external interactions for translation of IP
› Meet different needs from a wider range of clients
› Increase the range of commercialisation vehicles
New Service Delivery Model

University Partners

- Div. of Engineering & IT
- Div. of MPDN & Div. of Health Sciences
- Div. of Natural Sciences
- Div. of Humanities and Social Sciences; Div. of Architecture and Creative Arts & Div. of Business

Sydnovate Themes

- Engineering & IT
- Medicine
- Health Sciences
- Science, Veterinary & Agriculture
- Social Science, Arts & Business

DVCR Teams & OGC

- Sydnovate Theme Support
- RGAF
- RADS
- Research Development
- Research Integrity
- Research Policy & Analysis
- OGC
Sydnovate New Organisation
How can Sydnovate support your research?

› Support in every step of the translation chain
› Bouncing board and strategic partner
› Project management
› Networks inside/outside the University
› Sydnovate Fund
› …and more
Developing Commercial Opportunities

Summary

› Broad range of opportunities to commercialise academic research
› Interaction with surrounding society cascades the opportunities
› Interact early in your career to build long term relationships
› Create success stories and **tell** the stories
› Strong team at Sydnovate to support and guide you through the commercialisation paths
Q/A
Thank you!

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