



# Research to Outcome:

Inspiring achievement through partnerships

**A one-day program for Flinders University researchers and research managers: anyone who wants to see their research or their capability in use.**

**Date:** Thursday 13 November 2008

**Time:** 9am - 4:30pm with drinks to follow

**Venue:** Conference Room, Flinders Partners, Mark Oliphant Building, Science Park, Laffer Drive, Bedford Park

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Developed by Flinders Partners Managing Director Anthony Francis, this workshop will de-mystify the 'black art' of commercialisation.

Are you a researcher or postgraduate student, or do you lead or manage or support a research group at Flinders University? Do you have a research project—or a set of capabilities—that you would like to put 'out there', in a way that will engage potential funders or partners?

Have you ever wondered why it's sometimes hard to gain the ear of a commercial partner, or why they don't seem to understand your technology? How can you work the commercial world to your advantage?

Bring your idea or capability to this workshop. In a friendly, collaborative and informal setting you will examine the basic elements of what you have to offer, and how to package it for presentation.

At the conclusion of this workshop you will have a better:

- appreciation of how to describe your project or capability to funding bodies or prospective partners
- understanding of your own negotiation skills and their importance in getting your message across the table.

This workshop is strictly limited to 25 participants. Registrations will be confirmed in order of receipt, up to the close of business on Friday 7 November.

There is no registration fee. Refreshments and lunch will be supplied.

It is a condition of registration that you attend each session of the workshop.

Read the workshop background and program on the following page. If you feel that you would benefit from participation, please complete the Registration Form attached to this brochure and return it as soon as possible.

## Commercialisation Course

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This workshop is a wonderful way for researchers (and anyone interested in helping the process of getting research and skills into the commercial sector) to learn about how to realise success.

Anthony Francis developed this program in its original form, then the first of its kind in Australia. It has since been licensed worldwide, and universally applauded for its novel and practical approach.

As Managing Director of Flinders Partners Pty Ltd, Anthony now leads Flinders' own resources in commercialisation.

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Mark Oliphant Building, Science Park,  
Laffer Drive, Bedford Park



Anthony Francis  
Managing Director, Flinders Partners

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## Program

Thursday 13 November

9.00 am	<b>Introduction and Welcome</b>	1:00 pm	<b>Lunch (provided)</b>
	<b>The Commercial World</b> How do we align values? What are the myths?	1.45 pm	<b>Recommence</b>
	<b>The Project</b> The language of benefits What are the commercial benefits?		<b>Intellectual Property</b> Clearing up what it is and who owns things Strategy first
	<b>The Market</b> Ideas and Applications—they need each other How do we align the commercial applications? Our dating guide for an idea! How does the market value an innovation? Market research		<b>Risk</b> Identifying the risks Understanding their impact Knowing when to just accept some risk
11.00 am	<b>Morning Tea (provided)</b>		<b>Finance</b> A quick word about cost Sources of finance and funds
11:30 am	<b>Recommence</b>		<b>Negotiation</b> Converting an opportunity to value Licensing: be creative Basic negotiation steps Tips and some practice
	<b>The Market (continued)</b>		
	<b>Organisations</b> How do we do things around here?	4.15 pm	<b>Conclusion, thanks and feedback</b>
	<b>Due Diligence</b>		

*Great minds think alike*

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## Registration Form

Title:  Professor  Dr  Mr  Mrs  Ms  Miss

Given name: \_\_\_\_\_ Surname: \_\_\_\_\_

AOU: \_\_\_\_\_

Faculty: \_\_\_\_\_

Phone (office): \_\_\_\_\_ Mobile: \_\_\_\_\_

Email: \_\_\_\_\_

Role or position (check as appropriate, more than one may apply):

- Researcher  Postgraduate student  
 Business Manager  Research Development Officer  
 Faculty Research Manager  Faculty Research Administrator  
 Other (specify): \_\_\_\_\_

If you are an ASRI member, give the name(s) of the ASRI(s) that you are a member of:

\_\_\_\_\_

I understand that I am required to undertake the whole Workshop program on Thursday 13 November, and am available to do so.

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

**Places will be allocated in order of receipt of applications to register, up to the close of business on Friday 7 November.**

### Please send this form:

**By mail:** Research to Outcomes Workshop, Flinders Partners, Flinders University

**By fax:** 8201 7888

**As a PDF via email:** melissa.geue@flinderspartners.com

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