

What is Ask?

In striving to improve project disclosures, transparency and the base from which to manage commercial projects, *Flinders Partners* has developed *Ask*, the world's first innovation software. *Ask* provides a dynamic platform to assess, manage, advance and report on research projects with commercial potential. It is web-based and thus easily accessible. And it focuses on the endpoint; creating value from ideas. Unlike the IP management software currently in this space, *Ask* is unique in that it is a tool for managing opportunities to get your ideas moving. *Ask*;

- Eases project disclosures through an online process which takes only 20 minutes, can be done anywhere, anytime and can be saved part way through;
- Enhances the interface for collaboration with your project team by providing an easily accessible base to share information and keep everyone in the loop;
- Ensures the progress of projects through a proven commercialisation framework to identify and help resolve innovation specific Issues;
- Improves workflow and accountability by generating a dynamic action plan with capacity to allocate responsibility, time frames, and update progress;
- Takes the pain out of reporting by offering customised reports at the click of a button;
- Helps to identify appropriate industry partners.

How does Ask work?

Ordinarily, the complex nature of commercialising research can make the process daunting and create a situation where it all seems too challenging to even start. Instead of viewing the process as one big task, *Ask* uses 'Issue-based management' to break down the bigger picture into smaller, more manageable pieces. Using this methodology, it becomes less relevant HOW things are solved, but more relevant that they ARE solved.

Ask provides an integrated system of disclosure for researchers through its intelligent 'New Project Wizard'. This short questionnaire prompts you to consider your ideas from a commercial perspective and automatically generates prioritised 'Issues' based on your responses. *Ask* then creates a dynamic Workplan comprised of these innovation specific 'Issues' and the 'Actions' required to resolve them, ensuring that the project progresses.

When will Ask be implemented?

Ask will be rolled out within Flinders University in late June 2009, with sessions for researchers to learn about commercialisation and *Ask* from early July. Ultimately, it can make a real difference to the commercial outcomes of research within the University and help position Flinders as being at the forefront of innovation.

Login to Ask

Get your ideas moving and login here; <http://ask.flinderspartners.com/ask/Login.aspx>. Chances are you're already on the system and your username will be the same as your FAN and your temporary password is *flinders*. If you have problems with this or if you have any other questions about *Ask* don't hesitate to contact David Vincent, Project Manager – *Ask* at Flinders Partners on (08) 8201 7726 or by email; david.vincent@flinderspartners.com