

Ideas2Market Masterclass



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SEE ALL OUR EVENTS
FOR 2013

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WHO SHOULD PARTICIPATE?

Business owners
and senior
managers who
have some
commercialisation
experience
and want more
advanced training.

Why Innovate?

The three main drivers of innovation in businesses in Australia, independent of size, are:

- increase profit,
- increase responsiveness to customer needs, and
- increase or maintain market share.

However almost 50% of small and medium businesses report experiencing barriers to innovation. If these barriers could be overcome more businesses would innovate for competitive advantage.

- *Do you want to create more value but are not sure how to go about it?*
- *Are you wanting to do things differently for competitive advantage but are not sure how to?*
- *Do you want to grow your business but are not sure how to?*

If you have answered 'yes' to any of these you will benefit from participating in this workshop.

The Workshop – Ideas2Market Masterclass

By the end of the day you will:

- have an understanding of the types of opportunities available and how to evaluate them,
- be able to identify Intellectual Property

in your business and have a basic understanding of how to effectively manage it,

- have an understanding of know how to prepare to negotiate a deal for licensing IP or technology,
- articulate your business model,
- learn when and how to collaborate effectively.

REGISTER NOW

Date: Wednesday, 27 November 2013

Time: Registration from 8:30am
Workshop 9:00am - 5:00pm (Lunch Included)

Venue: Hotel Ibis Townsville, 12-14 Palmer St
Townsville QLD 4810

Price: This workshop is subsidised by the Queensland Government Department of Science, Information Technology, Innovation and the Arts. Cost to participants is only \$110 (GST incl) per person.

To register: [Click here](#) to register or contact Denise Raybould on 07 3364 0603 or denise.raybould@qmisolutions.com.au for more information.

RSVP: Wednesday, 13 November 2013

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Our divisions:



Workshop Agenda

TIME	TOPIC
9:00am – 9:15am	Introduction and Participant objectives
9:15am – 10:15am	Innovation for Profit and Growth Innovation and why it's important for profit and growth It's not just new products Picking winners - evaluating new opportunities Commercialising opportunities
10:15am – 10:45am	Morning Tea and Networking
10:45am – 11:45am	Intellectual Property – Strategic Use and Management What Intellectual Property (IP) exists in your business? What IP strategy is best for your business? How to manage your IP to protect your business advantage. Workshop Activity What IP do you have in your business? What do you need to do to manage it effectively?
11:45am – 12:15pm	Negotiating Technology Deals Introduction to deal parameters Strategies for successful licensing Term sheets and license agreements Negotiating deals
12:15pm – 1:00pm	Lunch and Networking
1:00pm – 2:15pm	Your Business Model What is your business model? Introduction to the Business Model Canvas – the one page business model Trends, opportunities and business model shifts. Ways, tools and techniques to innovate your business model.
2:15pm – 2:45pm	Case Study A guest speaker will share story about how they have commercialised their product and the challenges they faced along the way.
2:45pm – 3:15pm	Afternoon Tea and Networking
3:15pm – 5:00pm	Collaborative Relationships Collaborate for competitive advantage Becoming collaboration ready How to collaborate successfully – with businesses and research organisations Workshop Activity Are there opportunities for you to collaborate for competitive advantage? Are you prepared for collaboration?
5:00pm	Close

About the Presenter

Denise Raybould, Australian Institute for Commercialisation (AIC)

Denise Raybould is the AIC's Lead Innovation Consultant. Denise has in excess of 20 years business and consulting experience and has assisted innovators to develop their business and commercialise new products.



HOW TO GAIN THE MOST FROM THE WORKSHOP

To gain the most value from the Workshop you are encouraged to participate in the webinars 'Introduction to Market Research' and 'Intellectual Property for Entrepreneurs and Small and Medium Businesses' on 29 October and 12 November, respectively. The webinars are free. For more details [click here](#).

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