

IP and Commercialisation

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Why?

- Increase and diversify income
- Better Business – IP, commercial path to market
- Clarity of FRDC's role in service provision

Better Business

- Better path to market for some projects
- Responsible IP management
- Facilitating commercial investors
- Leveraging other fund sources, (AusIndustry, R&D tax, education)
- Better customer interaction and feedback
- Clearer priorities

1. Project Management

- Project Specific Cash Contributions
 - \$3.5million pa, 14% of budget
- Implementation:
 - Market the service. Eg a term sheet for investors
 - Treasury risk without a policy and structured format
 - *Culture*

2. Commercialise Technical IP

- FRDC not operating as expected – “too friendly”.
 - Opportunities lost? More to come?
 - More effective path to market
 - Leverage AusIndustry, R&D tax concession
 - Innovation Policy Agenda
- Implementation
 - Change to investments not grants
 - Broaden scope of eligible projects
 - *Culture*

3. A Standards Business?

- Decision needed
- An opportunity
 - Simple *Social Enterprise* business model
 - Investment already made
 - Competitive advantage
 - Ultimately a spin-off
- Implementation
 - Check demand
 - Do the budget
 - Employ a manager

4. Services

- Data analysis, SAFS, Fish Files, Fish Names, SafeFish
 - Cash sinks. Questionable RD&E.
 - Need a creative method to recover costs through fees
 - Digital disruption – FRDC Internet User Service?
 - Too hard?
- Implementation
 - A Services Policy?
 - Stop providing new services without an agreed plan.
 - Prioritise what FRDC will subsidize, or not.
 - Life Cycle / Social Enterprise
 - *Culture*

5. Other

- FRDC as a Publisher
 - Look at this again when Google data is available.
 - Opportunity to innovate
- Education
 - Consider before making any big training investments in future.

Thank you for the opportunity

A fascinating journey through a complex
organisation