

PROGRAM FOR CONSTRUCTION CRC
COMMERCIALISATION KICKSTART WORKSHOP

25 and 28 OCTOBER

Venue – Crowne Plaza Hotel, Surfers Paradise
Audience – CRC “Scholars” (masters and PhD Students) and researchers

Day 1 - 25 October

Time	Activity	Content	Speaker / Leader
13:00	Welcome	Introductions Overview of Program	Host
13:15	INTELLECTUAL PROPERTY AND HOW TO PROTECT IT	Invention vs. Discovery Trade secrets Patents Copyright How to protect software Trade Marks	B Thomas
14:15	MANAGING YOUR IP – PUBLISH OR PERISH?	The publication objective The commercialisation objective Marrying the two objectives Neither objective encumbering the other	B Thomas
14.45	AFTERNOON TEA		
15:00	CONFIDENTIALITY AGREEMENTS	Function and purpose Critical provisions in each Common traps and pitfalls	B Thomas
15.30	CONFIDENTIALITY AGREEMENT PRACTICAL EXERCISE	<i>Participants will be divided into groups for an exercise based on a confidentiality agreement</i>	B Thomas
16:15	STUDENTS, IP and CRCs	Issues relating to CRCs and intellectual property Skills, Background IP and Centre IP Discussion of students and their IP in the CRC context	B Thomas
17:00	Close		

Day 2 - 28 October

Time	Activity	Content	Speaker / Leader
9:00	COMMERCIALISATION STRATEGIES	Common business models in commercialising research Implications of business models for research management Record Management and lab books Electronic records Managing secrecy before patenting Interleaving patenting and commercial strategies: case studies <ul style="list-style-type: none"> • Benthic Geotech (a spinoff company) • Fibre composites (a licensing deal) 	L Thorburn
9:45	COMMERCIALISATION ASSESSMENT OF A PROJECT PRACTICAL EXERCISE	Presentation of Commercialisation Assessment Pro Forma for hypothetical company Brief discussion of matters in assessment Pro Forma Allocation of participants to “commercialisation committees” <i>Each commercialisation committee will have 45 minutes to assess the project, score it, and reach a consensus on whether the project is a candidate for commercialisation effort and resources.</i>	B Thomas & L Thorburn
10:45	<u>MORNING TEA</u>		
11:00	COMMERCIALISATION ASSESSMENT REPORT BACK	At the conclusion of the 15 minute assessment, a representative from each commercialisation committee will be invited to briefly present the conclusion of his or her committee and the reasons for having reached that conclusion	B Thomas & L Thorburn
11:30	PATENT SEARCHING	Why undertake patent searches Database resources Patent searching skills and tips	L Thorburn
012:15	RESEARCH AGREEMENTS WITH INDUSTRY SPONSORS	Common terms in Research Agreements Obligations upon Researchers Sensitive Points in the Relationship	B Thomas
1:00	<u>LUNCH</u>		
2:00	PREPARING TO COMMERCIALISE	Determining if your IP has commercial potential: Key issues Business planning: contents of a business plan Due diligence <i>Participants will be divided into groups to identify key business plan needs for a project relevant to one of the group</i>	L Thorburn
2:45	LICENSE AGREEMENTS	Common terms in a license agreement Field Territory Improvements Royalty Terms Performance Obligations	B Thomas
3:30	<u>AFTERNOON TEA</u>		
3:45	STARTUPS	Why Start Up Start Up Candidates Dealing with Venture Capitalists Key Start Up Features Shareholder agreements and equity Structure of a Start Up Start Up Pathways Investor Exit Strategies Management of a Start Up – the Role of the Researcher	B Thomas
4:30	CASE STUDY	Radiata	L Thorburn
5:00	CONCLUDING REMARKS		