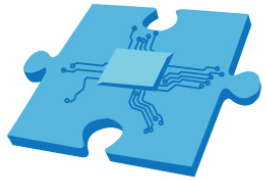


UNIVERSITY
of
OTAGO



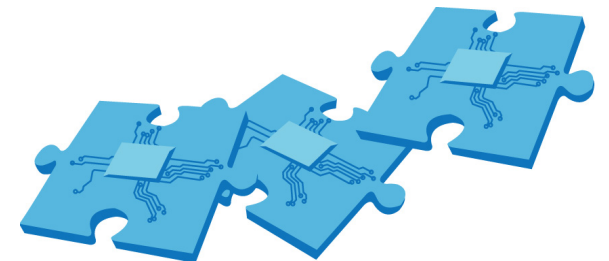
Te Whare Wānanga o Otāgo



PARTNERING FOR INNOVATION

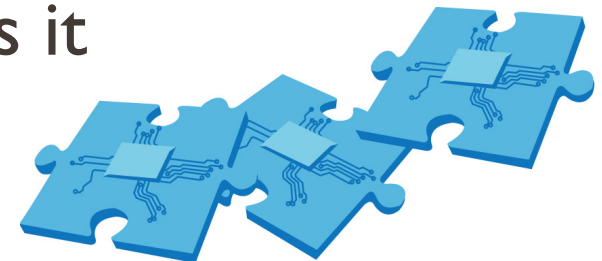
Health Sciences, Sciences, Business

What we do



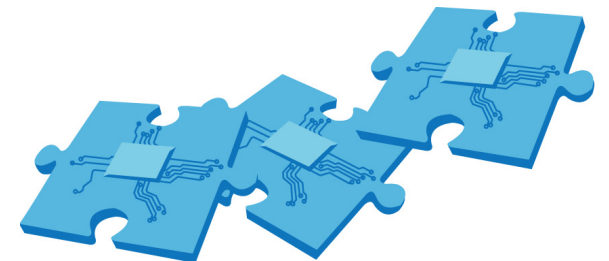
Our Aims

- To encourage university researchers to look at the potential commercial opportunities from their work
- To help researchers overcome the early stage hurdles associated with this; these can include:
 - time
 - funding
 - scale-up
 - making the idea practical
- To help researchers identify where their research sits in the pipeline and help them progress it along the pipeline



Possible Value to the researcher

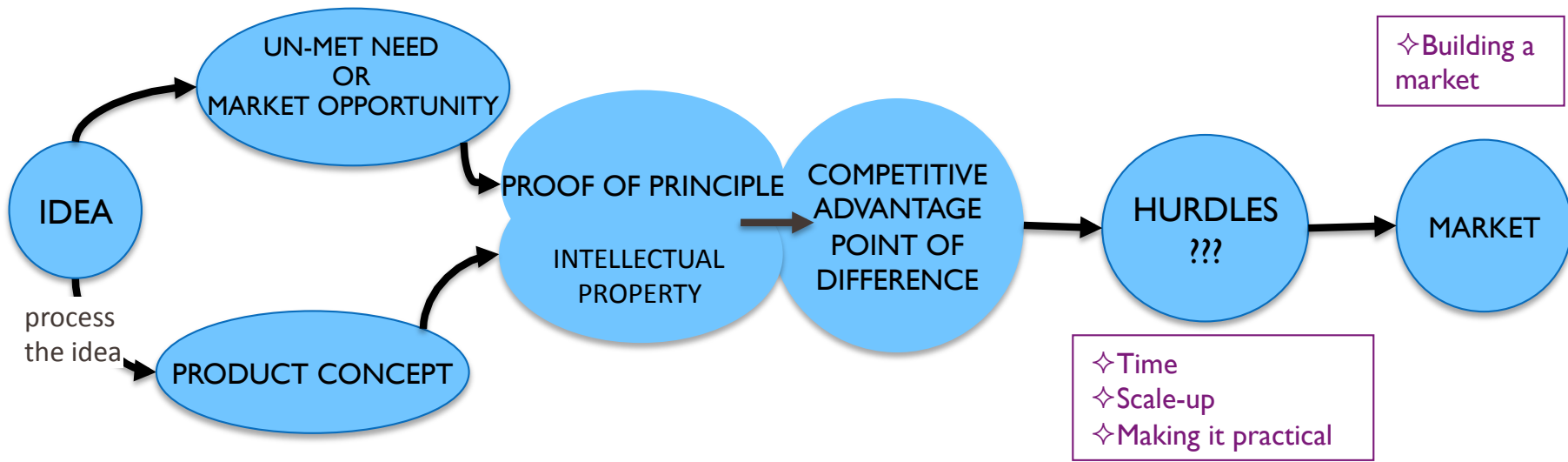
- Define a commercial opportunity
- Provide backing for a FRST application
- Provide backing for a Strategic UORG application
- Provide the core idea for a PhD project



The pipeline

Partnering for Innovation

seeing the opportunity



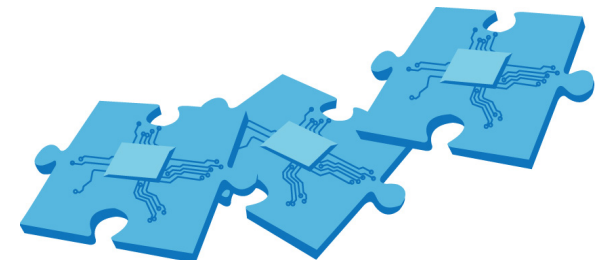
Route to market

The Ideas Stocktake

This was being conducted by Partnering for Innovation summer students and is being run again this summer.

The process is:

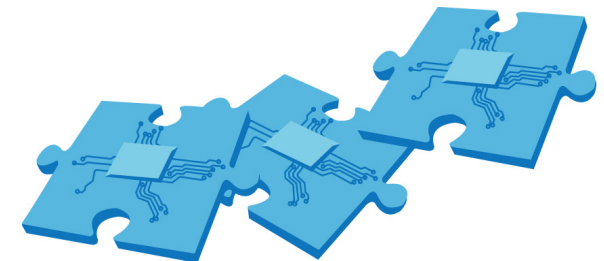
1. Students interview researchers
2. Students conduct research the commercial possibilities of the researcher's idea with guidance from mentors. This includes looking at:
 - The opportunity
 - The IP situation
 - The competition
 - The market



The Ideas Stocktake

The process continued:

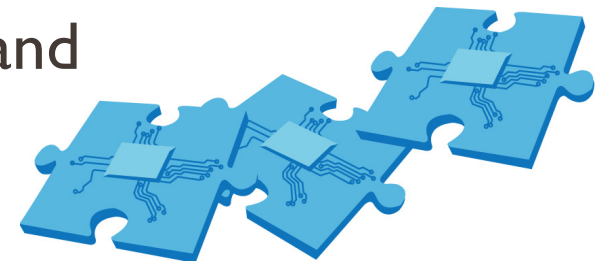
3. The researcher meets with the Entrepreneur in Residence Peter Fennessy, who assesses whether or not the idea has 'legs'
 - This is based on the merits of the idea and the enthusiasm of the researcher
4. Partnering for Innovation makes recommendations on the best way to move forward and work with the researcher to achieve their goals



Outcomes for the researcher, I

The idea was not commercially viable

- This was the outcome of one project from the 2008 Ideas Stocktake. The device was a fantastic research tool but too expensive to market commercially
- Researcher was very happy with the process because it was quick (less than a month) and supportive
- The researcher was presented with the evidence and made his own decision that his idea was non-viable commercially, PFI did not make the decision
- Although there was no way forward with that idea the researcher asked if he could come back and see us if he had another idea

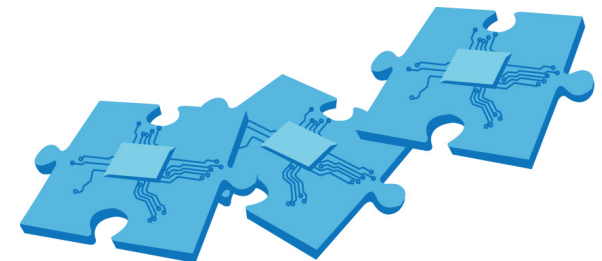


Outcomes for the researcher, 2

The idea requires more basic research

Before the commercial potential of the idea could be fully evaluated some more research needed to be completed

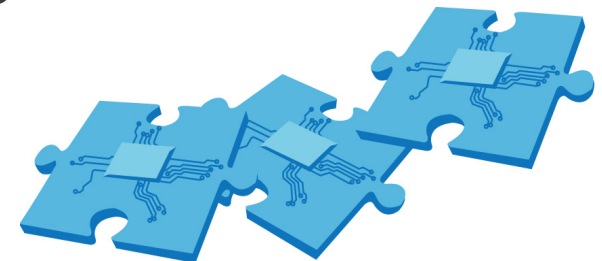
- We identified an area of research that was missing for the idea to succeed commercially
- We helped with writing a grant for funding to overcome this research gap
 - This grant is under consideration at present



Outcomes for the researcher, 3

The idea required developmental research

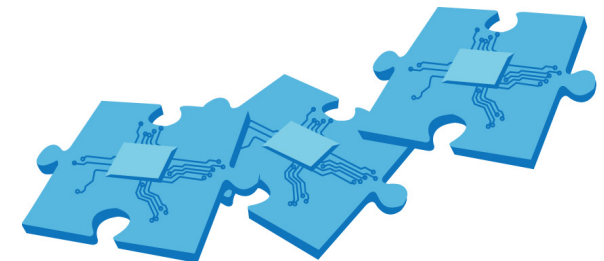
- We conducted research into the commercial landscape, conducted financial and feasibility analysis and created a business concept around the idea.
- These business concepts could be used for
 - FRST funding
 - Otago Innovation investment
 - Commercial contracts
 - External investment
- For these projects we are now helping to write FRST grants.



Outcomes for the researcher, 3

Specifically, we contributed significantly to the following sections of the FRST grants:

- Outcome Benefits to New Zealand (10%)
 - *Assessment of the opportunity, Potential contribution to target outcomes, Beyond business as usual*
- Implementation Pathway (5%)
 - *Barriers to adoption, Pathway to research use*
- Research, Science and Technology (RS&T) Benefits to New Zealand (50%)
 - *Advancement of knowledge, Excellence of RS&T fit-for-purpose, Distinctive RS&T capability*
- Ability to Deliver RS&T Results (35%)
 - *Project management and support, Project plan*

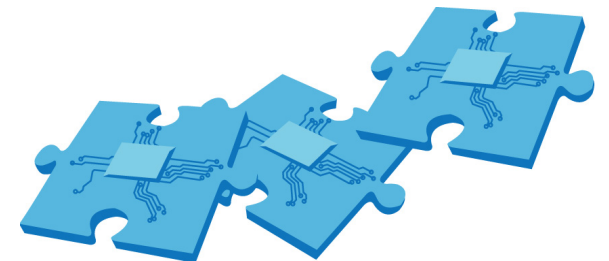


Outcomes for the researcher, 4

The idea required prototype development

The idea was a device that required building, testing or significant modifications. Partnering for Innovation invested in prototype development.

- we invested in the project through buy-out (to fund the researcher to do the work) and strategic investment (to pay for materials to build the device)

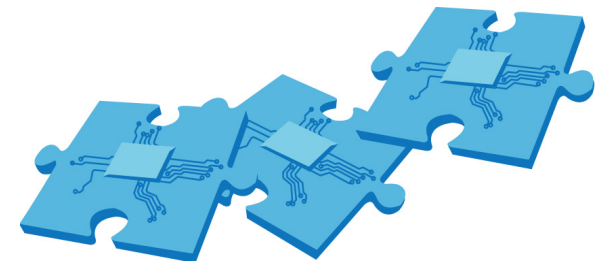


Outcomes for the researcher, 5

There was a suitable candidate for buy-out

The idea required further development and there was an available PhD student or post doctoral fellow who was interested in the development.

- Partnering for Innovation covered the person's salary through a studentship or through buy-out
- We provided guidance and advice as the person developed the business concept



Outcomes for the researcher, 6

The idea had commercial potential

The idea had immediate commercial potential and we set up a meeting with an industry contact

- This was the outcome when the idea had commercial potential but we had limited ability to help
- The industry contacts had a lot more experience in the area and provided ideas about how to move the project forward and get additional funding for research and development
- We attended the meeting with the researcher and the industry contact and are conducting ongoing work with the researcher

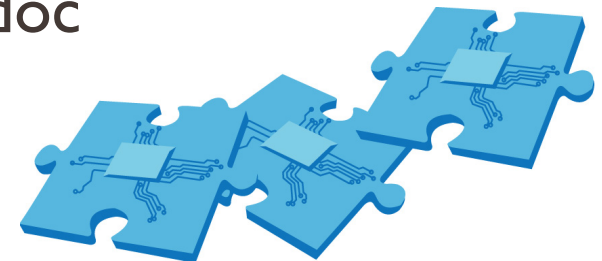


Outcomes for the researcher, 7

The idea was suited to contract research

An idea where it may not be possible to develop the technology alone but there is an immediate opportunity for direct contract research for industry

- This builds up your commercial track record
- builds capability for you to develop your technology further within the laboratory
- Industry buy-in of the idea can bring a commercial funding stream to your laboratory
 - For example an industry funded postdoc



Partnering for Innovation

Ideas Stocktake 2009

You are invited to participate in our Ideas Stocktake this summer. This process will take a couple of hours of your time and you will at least get a position document outlining the commercial possibilities of your research.

We have students lined up who are excited about the possibilities of finding out about the research happening across the university.

Contact Victoria to be included.

