University of Canberra
Innovation Desk

February 2013
WHO IS LIGHTHOUSE?

- Supported by ACT Government and Epicorp Limited.
- 5.5 FTE staff, 3.5 directly involved in working with clients.
- Experience includes starting, running, selling and investing in businesses.
- We do not focus on any one particular industry sector.
- Our niche is the commercialisation pathway.
WHY LIGHTHOUSE?

- Being able to identify an opportunity.
- Market assessment and validation.
- Technology validation.
- Developing a commercialisation pathway.
- Experience in spinning out research based companies.
- Marketing and PR.
- Strong understanding of and connection to funding programs.
- Development of investment pipeline for private investors,
WHAT DOES LIGHTHOUSE ACTUALLY DO?

- Individualised support either face to face or online.
- Well tested network of mentors.
- Introduction to ‘pre qualified’ network of suppliers/providers.
- Commercialisation based training.
- Delivery of a number of programs:
  - Canberra BusinessPoint.
  - Brilliant Idea.
  - Entrepreneur Development Fund.
  - Small Business Advisory Service.
  - Leading Lights mentoring program.
WHAT IS THE UC INNOVATION DESK?

- A pilot initiative.
- We will provided:
  - One on one appointments or group meetings.
  - Tailored workshops/seminars to suit divisional needs.
  - IP discussions, assessments, options.
  - Possible partnerships, introductions and networking opportunities.
  - Participation in other relevant Lighthouse programs.
  - Invitations to relevant to internal/external activities.
  - Other activities/suggestions that work for you.
UC INNOVATION DESK – HOW DO YOU PARTICIPATE?

- Main Lighthouse contacts will be Anna, Candice, Dejan and Su.
- Main UC contacts will be Imelda and Ksenia.
- Lighthouse staff on campus once a week, to make appointment contact me at anna.pino@lighthouseinnovation.com.au and a to Imelda Imelda.medina-go@canberra.edu.au .
- We can arrange one on one or group meetings in our on campus office or yours.
- Our location on campus
  - We are located in 1D92 generally on a Wednesday afternoon and the number in that office is 6201 5870.
- You can contact Lighthouse at any other time on 6163 8301.
- Together identify and evaluate opportunities.
A BRIEF INTRODUCTION TO INTELLECTUAL PROPERTY

- Best known
  - Patents
    - Standard vs. Innovation
  - Trademarks
  - Designs
  - Copyright

- Lesser known
  - Plant Breeders Rights
  - Trade Secrets/Confidentiality
  - Circuit layout rights
WHAT IS IP IN A RESEARCH CONTEXT?

- The results of research.
- Specialist know how
- Specialist capabilities
- Lecture materials.
- Technological innovations
- New methodologies
  - A lab management process.
  - Student management process.
- New applications of existing technologies
WE HAVE IP – BUT WHO OWNS IT?

This depends on:

- Who you are - staff, student, PhD Candidate and the arrangement you have with the institution.
- Basis under which IP was developed.
- Agreement to run side line operation.

The UC is actively undertaking a process to review these situation.
WE HAVE IP – NOW WHAT?

The main conversation tends to focus on Commercialisation.

But there are a whole range of other conversations that should be taking place.
WHAT IS COMMERCIALISATION?

The process of taking an idea or innovation from original concept to the customer, i.e., making an idea or innovation a commercial reality.

How do we do this:

- Scoping
- Proof of concept
  - testing and validation
- Product launch.
- Changes and adjustments.
THE OTHER OPTIONS FOR IP?

- What are your objectives and those of the faculty and or University?
  - Specialist consultancies
  - Brand development
  - Cooperative research and shared results
    - With other institutions
    - With industry
  - Broad community engagement
    - Specialist interest groups
    - Association
WHERE TO FROM HERE?

- Question – do you really want to commercialise?
  - If yes, is it actually an option?
  - Who is your have a customer?
  - How do you get it to them?
- How would you do it?
  - licence
  - royalties
  - fee for service
  - mutual recognition
QUESTIONS?