Bridging Research and Business to Build Value

Sarah Dods, August 2010
Who are we?

- The College business development team
  - Elaine Saunders (Director of Industry Engagement)
  - Phil Grant
  - Ken Yi
  - Sarah Dods
  - Located in Building 14, Level 12.

- Broad experience and expertise base
  - Generating business
  - Closing deals & negotiation
  - Contracts & legal
What does Business Development Do?

• Translate between business & research cultures

• Help you
  – Find industry partners
  – Connect with industry partners seeking researchers
  – Increase value of relationships
  – Obtain internal sign-off

• Do the commercial bit
  – Let you concentrate on the technical

• Create large funding opportunities
Why work with industry?

• Access to greater funding
  – More sources of funding
  – More credibility to receive funding
  – Repeat funding

• Solve real problems with high impact
  – Ready knowledge transfer path
  – Practical guidance for commercialisation

• Relationship: Pathway to more good problems

• Commercialisation of mature research

• Build a highly visible profile

Research Excellence + Industry Knowledge = Authority
How to Help Us Help You

• Invite us in
  – Explain how your research is different/competitive
  – Get us involved & excited
  – Get into our sales kit so we can talk about you (slides please…)

• Work with us as a team
  – You establish the research relationship with an organisation
  – We establish the commercial relationship
  – We work together for a win-win outcome

• Understand your IP
  – Keep lab books
  – Discuss protection