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Doolittle, Doomore & Doodifferent: 

Collaborating with industry

Delivered by Dr Noel Chambers
Collaborations: Trends and benefits
Figure 2: Income from Licenses, Options and Assignments (LOA) of IP

LOA Income

Year

$\text{m}$

2001 2002 2003 2004 2005 2006 2007 2008 2009 2010

Commercialisation Metrics Survey Report 2010
ISSUED FEBRUARY 2012
Figure 4: Contracts and Consultancies Entered Into

Commercialisation Metrics Survey Report 2010
Figure 4: Start-up Company Metrics

- Start-up companies operational dependent on licensing/assignment of technologies
- Start-up companies in which an equity holding
- Start-up companies formed during year

Commercialisation Metrics Survey Report 2010
Thoughts on policy and future directions
Research is a key contributor to improving Australia’s multifactor productivity over the longer term.

According to the Grattan Institute (Eslake & Walsh, 2011): “MFP growth across the 12 sectors for which data is available going back to the mid 1970s peaked at 2.1 per cent per annum over the five years ended 1998-99, but from then on slowed to the point of turning negative during the second half of the 2000s.”
Powering Ideas (DIISR, 2009) identifies an explicit aim to **double the level of collaboration** between Australian businesses, universities and PFRAs over the next decade.
FOCUSING AUSTRALIA’S PUBLICLY FUNDED RESEARCH REVIEW

MAXIMISING THE INNOVATION DIVIDEND REVIEW KEY FINDINGS AND FUTURE DIRECTIONS

OCTOBER 2011
Key Finding: It is critical to Australia’s future productivity that Australian businesses are informed by leading edge thinking derived from excellent research.

**RECOMMENDATION 4:** that consideration be given, in the first instance, to amending existing Innovation, Industry, Science and Research programs, within existing funding allocations, to encourage, recognise and reward collaboration between universities and end users.

Consideration should also be given to future initiatives to focus on ways to encourage and maximise the rewards for successful collaborations.
Between the lines

…the important contribution of **industry end users in driving** collaboration.

…the government’s investment needed to be going towards those research areas where there was clear evidence that the investment was **buying additional** research.

……deliver a range of benefits (economic, environmental and social), recognising that **commercialisation is only one pathway** to innovation.
Be careful of language, terms and communications

“IP ISSUES”
Engagement with Industry
Industry & Publically Funded Research Organisations

Sector differences
- I.T.
- Engineering
- Life-sciences
- etc.

BIG
small

Capability
Capacity
Experience
Resources
Culture and expectations

What does success look like?  What does failure look like?

Motivation
Measure
Reward

Researcher
Business
Legal
Investigator initiated basic research

Curiosity

Competitive grants

Publications

Career progression

Presentations

Reputation

Discovery

The next BIG thing

“Science is a good example of applied history”
Industry collaborative research

- Market
- Destination
- Outcomes
- Impact
- Quality systems
- Time
- R.O.I.
- Future employees
- Product
- Reporting
- Project management
- Risk management
- I.P.
The cost of time

- Time to market
- First to market
- Competition
- Monopoly rights
- Intellectual property
If revenues are $800M per annum

Every day in the lab costs more than $2 MILLION

Patents expire!
Competition catches up!

The clock is ticking!!!
Innovation push
Industry: A culling process

Risk mitigation
Resource management
Results
Resource and risk management

Opportunity Pipeline

- Number of projects

Review Process

- Resource Allocation

Progression through gates
Being competitive
Research, Planning & Evidence Based Marketing?

- Know your product
- Know your market
- Know your competition

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The Drug & Therapy Development Pipeline

- **Basic Research**
  - Funding: Largely Public
  - Example: NIH, DoD
  - Underfunded Area

- **Translational Research**
  - "Valley of Death"

- **Clinical Development**
  - Funding: Largely Industry & For-Profit
  - FDA Oversight

- **FDA Review & Approval**

- **Clinical Trials**
  - Phase 1
  - Phase 2
  - Phase 3

- **Investigational New Drug (IND) Application**

- **New Drug Application (NDA)**

Source: Parkinson’s Action Network

www.fastercures.com
Can philanthropy help build a bridge?

Undertaking discreet studies to de-risk technologies and attract collaborators that can deliver the community benefit

Source: Parkinson’s Action Network
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