

Developing technology transfer professionals in Australia

30 January 2015

University Governance in the Global Competition: Collaboration with the Society, Governance and Compliance | University of Tokyo

Athena Prib, RTTP
Commercial Director, gemaker
Chair of Marketing Committee, ATP



ATTP
ALLIANCE OF TECHNOLOGY
TRANSFER PROFESSIONALS



gemaker
TAKING NEW IDEAS TO MARKET



“Bridging the culture
gap between
research and industry”

What's involved?

NEW PRODUCT, SERVICE, BUSINESS & MARKETS

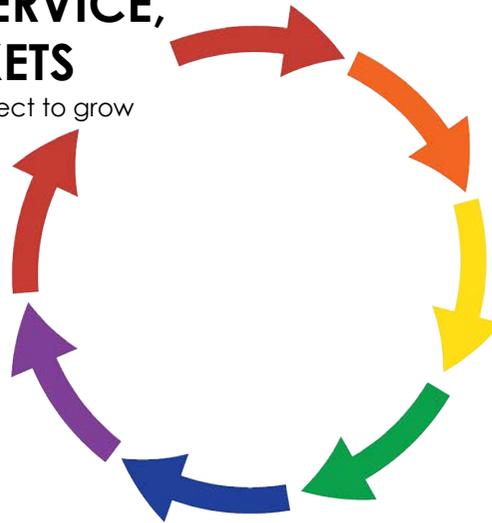
- Scope requirements of the project to grow business

ASSESS & PIVOT

- Customer feedback interviews
- Competitor monitoring
- IP landscape monitoring

SALES/START-UP

- Secure funding
- Business development
- Business set-up
- Recruitment
- Contracts
- Due Diligence



MARKETING

- Prepare and implement marketing strategy and plan
- Prepare promotional material (web, print, video, social media)
- Prepare award applications

MARKET RESEARCH

- Desktop searches
- Customer Interviews
- Competitor analysis
- Identify funding opportunities
- Identify partnering opportunities
- Markets and market sizes
- Due diligence
- Pricing and placement
- IP landscape

COMMERCIAL CASE

- Financial modelling
- Commercial strategy & plan
- Intellectual property strategy
- Resource planning
- Funding strategy

PROOF OF CONCEPT (POC)

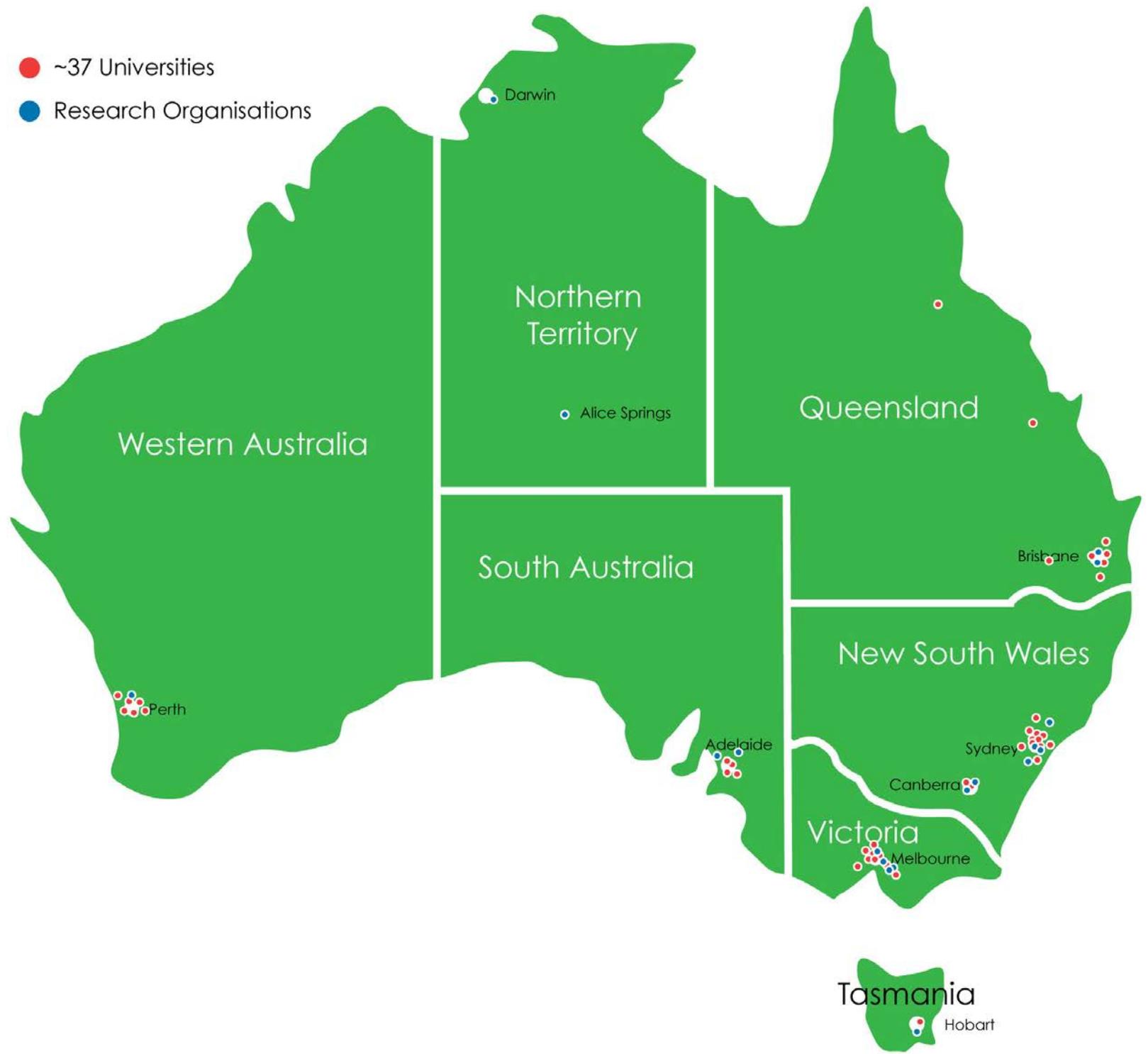
- Find partners for development
- Prepare and negotiate terms of agreements for partners
- Apply for grant funding for POC
- Project manage POC



● Research Organisations



- ~37 Universities
- Research Organisations

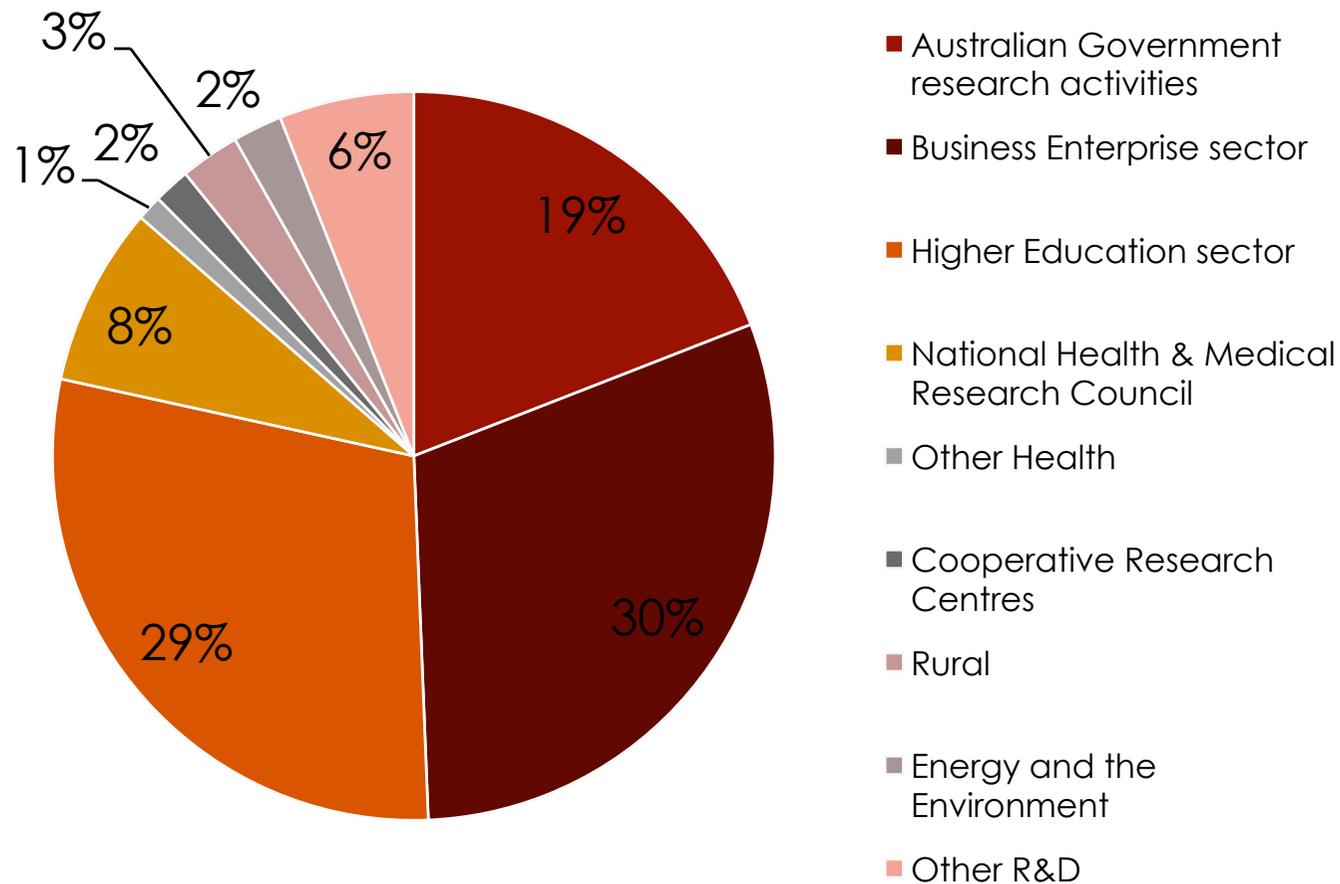


- ~ 39 Co-operative Research Organisations
- ~37 Universities
- Research Organisations



- 20 Registered Technology Transfer Professionals and growing...

\$9,578.1 million - Total Australian Government support (2012-13)



Bring professionals together

- A formalised body was “officially” established in 1978
- Role of the association was to enable members to freely assist one another with:

“advice, sympathy and any other form of assistance ethically available”

- Role now: Same
- Scope: Grown



KCA Courses

- Practitioner developed courses
- Best Practice in Technology Transfer
 - > 3 months
- Advanced Licensing
 - > 3 years experience
- Business Development
 - > 3 months experience

*But most
learning and
development is
still done
“on-the-job”*



Relevant Associations



A FLEXIBLE TEAM OF COMMERCIALY SAVVY GEEKS



Professionals previous experience

- little data collated on experience
- Generally:
 - PhD
 - Science or Business based degree
 - Previous Experience: Business / Industry / Scientist / Academia
 - MBA



Position Profile: Research Organisation - Business Development Manager

Pre-Recruitment					
Capabilities			Development: Essentials		
Leadership	Core	Technical	Experience	Education	Engagement
<p>Strategy (Self)</p> <ul style="list-style-type: none"> • Understands "line of sight" and works towards set goals • Contributes to work planning and system development <p>Results (Self)</p> <ul style="list-style-type: none"> • Plans for, organises and monitors work to meet deadlines • Achieves results within an agreed timeframe • Works within authorised and regulatory systems <p>Change (Self)</p> <ul style="list-style-type: none"> • Adapts to change • Is open to new and different ideas <p>Customers (Self +Others)</p> <ul style="list-style-type: none"> • Responds to customer needs • Develops and sustains customer relations <p>Engagement/Relationship (Self + Others)</p> <ul style="list-style-type: none"> • Works well in teams and with others, demonstrating sound interpersonal skills • Demonstrates honest and ethical behaviour • Responds appropriately to conflict and to the day to day pressure of work • Builds team commitment • Fosters strong inter-departmental relationships • Creates and maintains internal networks • Proactively manages conflict and demonstrates excellent interpersonal skills <p>Performance/Capability (Self)</p> <ul style="list-style-type: none"> • Takes responsibility for self development • Learns from mistakes • Accepts feedback including criticism • Accepts accountability for own performance 	<p>Analyse and Evaluate (Self)</p> <ul style="list-style-type: none"> • Analyses and evaluates basic numerical, verbal and graphical data <p>Decision-making (Self)</p> <ul style="list-style-type: none"> • Considers multiple sources of information and identifies the most appropriate course of action <p>Business Acumen (Self)</p> <ul style="list-style-type: none"> • Demonstrates a basic knowledge of the business, its products and services, its competitors and the commercial drivers that impact the team • Works within established budgets <p>Improvement/Innovation (Self)</p> <ul style="list-style-type: none"> • Uses initiative and generates workable solutions to address basic work problems • Seeks ways to improve own tasks and processes <p>Influence (Self)</p> <ul style="list-style-type: none"> • Seeks acceptance of ideas using appropriate interpersonal skills and behaviours <p>Communication (Self)</p> <ul style="list-style-type: none"> • Demonstrates verbal and written communication skills in a clear and appropriate manner 	<p>Sales and Marketing Management</p> <ul style="list-style-type: none"> • Manages customer sales • Conducts market research (BA 4-3) <p>Using Technology</p> <ul style="list-style-type: none"> • Uses MS Office (intermediate) – Outlook; Excel; PowerPoint; Word) 	<ul style="list-style-type: none"> • Managing clients 	<ul style="list-style-type: none"> • Degree (or equivalent) in a Science or Engineering discipline 	

Position Profile: Research Organisation - Business Development Manager

Induction: Within first 90 days

Capabilities			Development: Essentials		
Leadership	Core	Technical	Experience	Education	Engagement
<p>Consolidate all Leadership capabilities from Pre-Recruitment phase</p>	<p>Influence (Others)</p> <ul style="list-style-type: none"> • Gains agreement and commitment from others using negotiation, persuasion and influence in line with authorities and using appropriate interpersonal skills and behaviours <p>Workplace Safety (Self)</p> <ul style="list-style-type: none"> • Implements OHS and Environmental processes • Assesses risk 	<p>Using Technology</p> <ul style="list-style-type: none"> • Uses Web-authoring software <i>My Source Matrix</i> to create intranet pages 	<ul style="list-style-type: none"> • Shadow: Market Development Manger (or equivalent) to gain Sales Management experience 	<ul style="list-style-type: none"> • New Employees: First Days/First Weeks • Safety Induction • Sales Management course/workshop 	<ul style="list-style-type: none"> • Coaching: Web-master Coaching: Market Development Manager for Market research and analysis • Professional membership of Knowledge Commercialisation of Australia (KCA) or equivalent

Position Profile: Research Organisation - Business Development Manager

Within 2 years

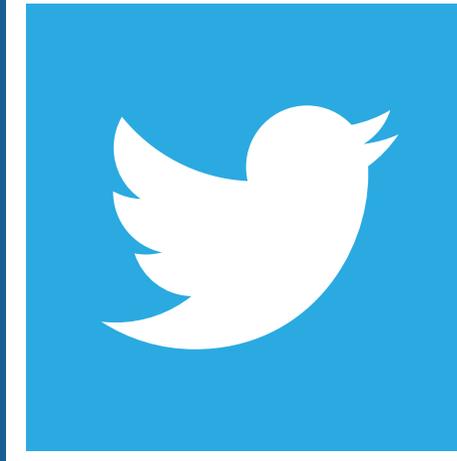
Capabilities			Development: Essentials		
Leadership	Core	Technical	Experience	Education	Engagement
<p>Strategy (Others)</p> <ul style="list-style-type: none"> • Sets goals and direction for the team • Develops business plans • Creates systems on behalf of the team <p>Results (Others)</p> <ul style="list-style-type: none"> • Scopes and manages projects to deliver results on behalf of team • Maintains compliance with authorised systems 	<p>Analyse and Evaluate (Other)</p> <ul style="list-style-type: none"> • Analyses and evaluates multiple alternatives according to their impact on the team/ business <p>Business Acumen (Other)</p> <ul style="list-style-type: none"> • Demonstrates a sound understanding of the business environment when proposing solutions to issues or advocating new business opportunities • Evaluates commercial opportunities • Creates and manages budgets <p>Communication (Other)</p> <ul style="list-style-type: none"> • Adapts verbal and written communication to engage and persuade a variety of audiences <p>Nuclear Science and Technology (Self)</p> <ul style="list-style-type: none"> • Maintains an interest in the nuclear science and technology industry • Maintains an interest in trends and innovation in nuclear science and technology 	<p>Sales & Marketing Management</p> <ul style="list-style-type: none"> • Closes the sale • Seels the opportunity • Create commercial opportunities • Conducts market segmentation • Forecasts sales • Evaluates and manages market activities • Assess market needs • Conducts research to support recommendations • Develops and implements a marketing plan • Prepares marketing collateral • Conducts technical sales and marketing promotions <p>Financial Management</p> <ul style="list-style-type: none"> • Prepares submissions for new business (FIN 6-8) • Determines business value using financial modelling <p>Commercialisation</p> <ul style="list-style-type: none"> • Demonstrates knowledge of the IP patenting process • Demonstrates knowledge of the commercialisation of IP • Demonstrates knowledge of fundraising and grants • Demonstrates knowledge of the tendering process <p>Using Technology</p> <ul style="list-style-type: none"> • Implements, monitors and improves e-marketing strategy 	<ul style="list-style-type: none"> • Shadowing: Senior team members to develop skills in Business Acumen 	<ul style="list-style-type: none"> • Degree/ post-graduate degree (or equivalent) in Management (subjects must include Finance and Marketing) • Project Management: Introduction • Commercialisation and IP course/workshop 	<ul style="list-style-type: none"> • Develops networks with creative and print media agencies • Attends the AUTM conference once every 3-4 years • Member of relevant industry/professional bodies • Regular attendance at Ameetings

The future – Competencies Skills Based framework

- Identify skills gaps within the public sector research organisations
 - gain industry partner perspective
 - provide recommendations to address gaps
- In the Aussie context – a clearly defined career pathway for early career technology transfer professionals
- Grant awarded
- Project commence early 2015
- A framework for Professional Development across the research commercialisation sector



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Share your knowledge



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Athena Prib, RTTP
Commercial Director

P: +61 407 36 477

athena@gemaker.com.au

www.gemaker.com.au



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