



THE UNIVERSITY OF
MELBOURNE

Commercialising Inventions – What's the Story?

Perspectives from the University sector

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Agenda for Today

- **Keys to success in public sector commercialisation**
- **Current trends affecting the sector**
- **An eye to the future**



“Know Thyself”

- Social mission
 - How do you think about funding it?
- Financial Return
 - Return on investment or return to the whole institution?
- Prestige
 - What happens when the going gets tough?



“Real artists ship”

- Technology
 - Not generally in short supply
- \$\$ for development
 - Was improving until 2008 came along
- People
 - Not just skills, but also expectations and governance structures
- Sales & Marketing
 - A particular challenge for Australia



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“Annus Horribilis”: University Technology Commercialisation in 2008

- In April, the Federal Court released a decision creating uncertainty about Universities’ right to claim ownership of IP
- In May, the Government abruptly cancelled the Commercial Ready program, the key source of support for early-stage commercialisation
- In the second half of the year, the global financial crisis decimated the Venture Capital market, the traditional source of funding for technology development

Knock-on effects of these decisions are still having an impact, and will continue to do so



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A Phoenix or just a pile of ashes?

- University funding trends will be critical
 - Govt response to Bradley and Cutler eagerly awaited

- What IP landscape are we living in?
 - Outcome of *UWA v Gray* appeal eagerly awaited

- How long before risk capital returns?
 - And what will it look like when it does?

