



# Speaking from experience

## Helping inventors along the path

Dr Rowan Gilmore

IPRIA Conference 17-19 February 2009

Brisbane and Melbourne, Australia

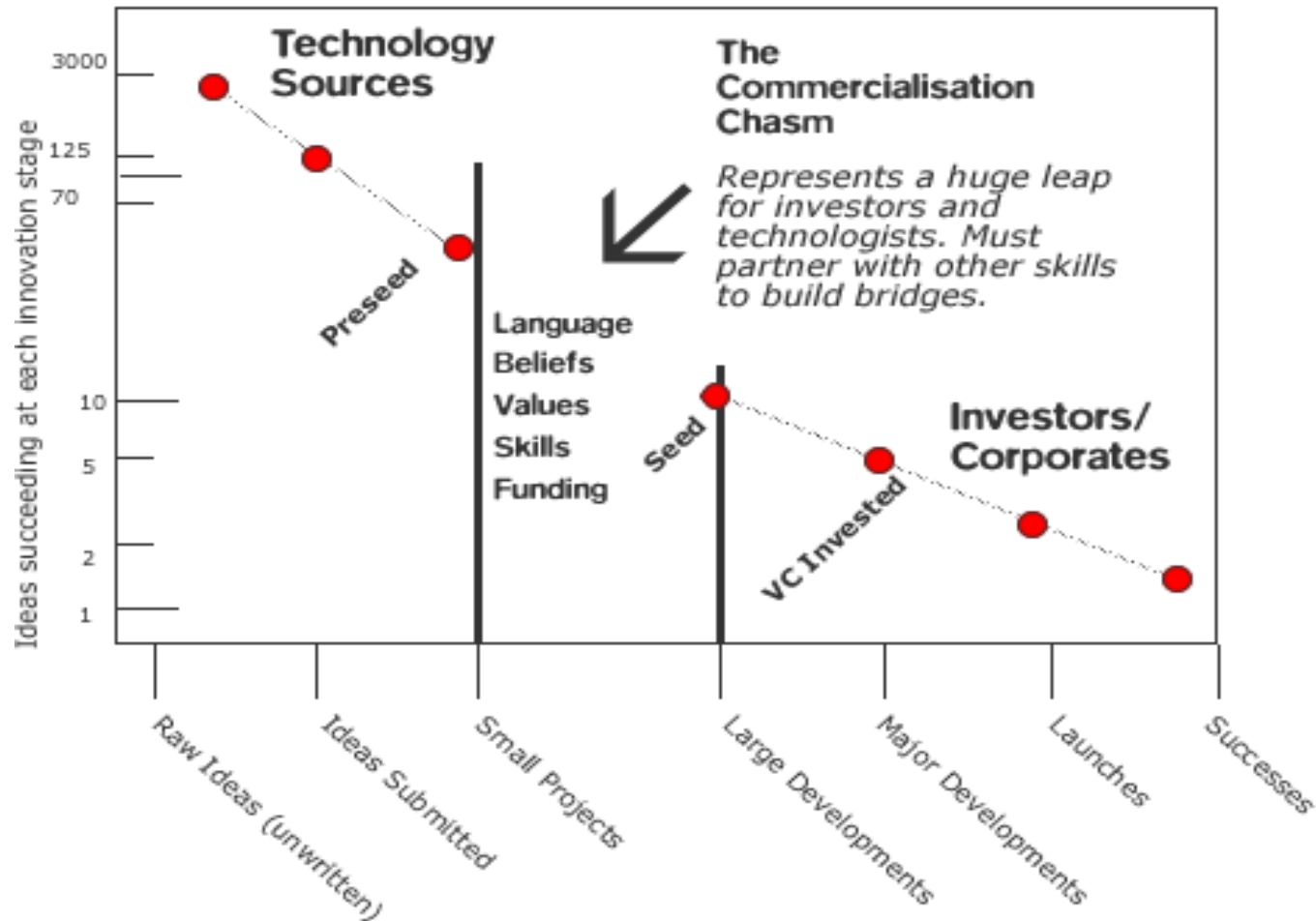


# Outline of presentation

- 1. The challenges of helping inventors**
- 2. Servicing the needs of inventors and SMEs**
- 3. Characteristics of winning inventors**

# 1. The challenges of helping inventors

## Inventors are weeded out



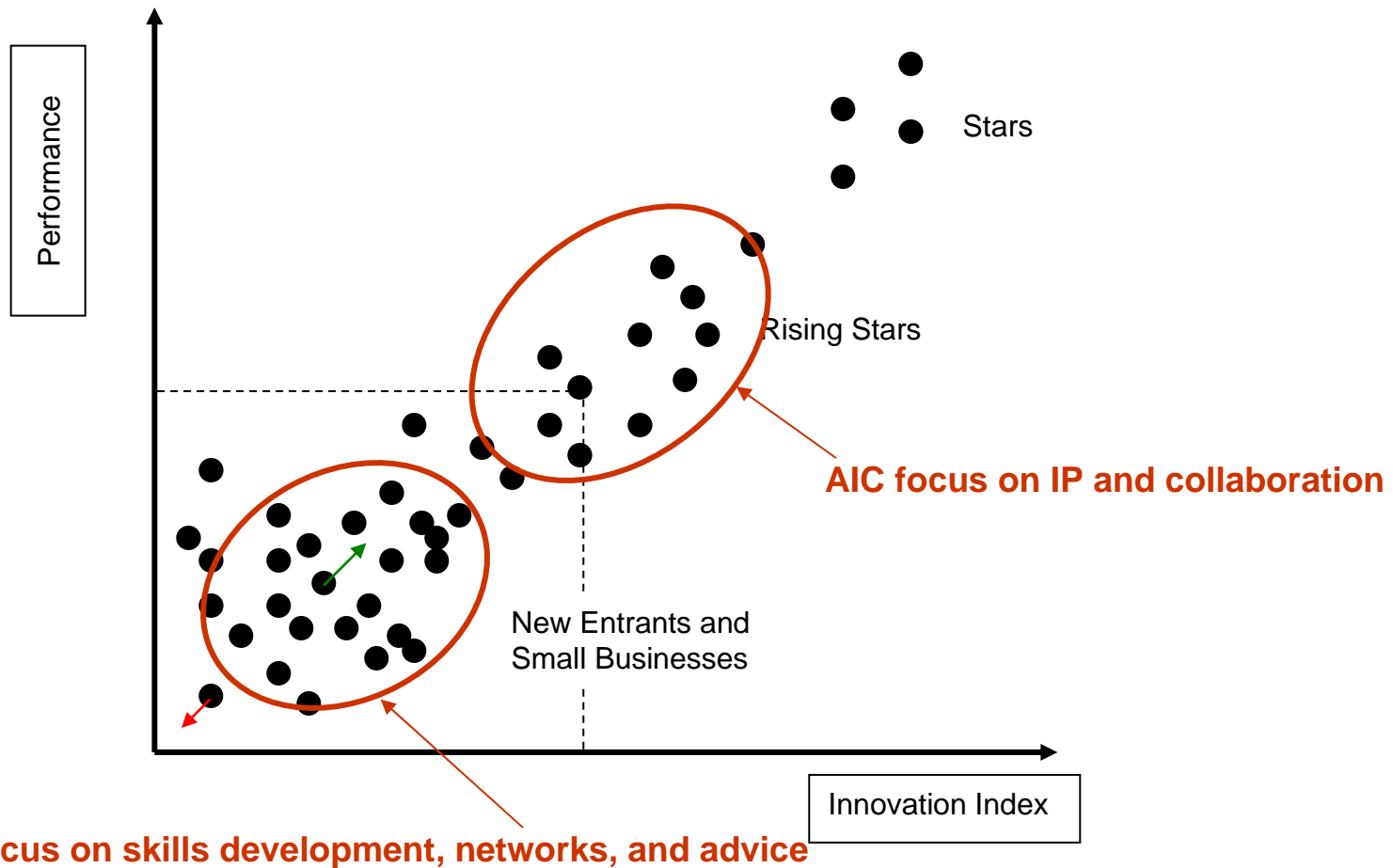
Data if from an IRI (Washington DC) sponsored study of 266 USA resident corporations (1998)



## AIC also faces challenges in helping inventors

- **AIC operates principally in market failure**
  - Clients are entrepreneurs and SMEs, generally first-movers
  - Clients are typically resource-constrained, cash poor
  - Many AIC services are therefore delivered on behalf of government
- **The main reasons AIC can add value are our:**
  - Broad innovation networks
  - Status as a trusted independent intermediary
  - Skills and experience with proven track record

## 2. Servicing the needs of inventors and SMEs





# Commercialisation Services

## Skills development in commercialisation

- Over 1000 entrepreneurs have attended the Ideas2Market Program
- Over 1100 researchers have attended the AIC Commercialisation Bootcamps®

## Referrals to venture capital and funding sources

- Links to government funding sources, angel investors and venture capital
- Prepare businesses to become investor ready

[Home](#) > [Ideas2Market](#)

## Ideas2Market

### Turning a smart idea into a rewarding business

Since 2005, the **Ideas2Market** small business program has assisted more than 1,000 entrepreneurs and small business owners to take their ideas to market. An initiative of the Queensland Government's Department of Tourism, Regional Development and Industry, the Ideas2Market small business program is delivered by the AIC to provide innovators and small-to-medium-enterprises (SMEs) with information and skills to improve their competitive advantage.

The Ideas2Market program consists of two distinct workshops to cater for those who are looking to start a business or progress an invention, as well as existing businesses that are looking to grow, improve and foster sustainability. These workshops are delivered by the AIC's experienced facilitators and include a range of guest speakers including patent attorneys and real-life business case studies.

To view the [Ideas2Market brochure and registration form click here.](#)



## Quick Links

- TechFast
- ICT Commercialisation Program
- Commercialisation Advice
- Market Intelligence
- Ideas2Market
- Commercialisation Bootcamp
- Policy & Research

- Feasibility Study
- Pre Start-Up Stage
- Start-Up Stage
- Growth Stage
- I2M Glossary

- My Innovation**
- My Project Workspace
- Assessments**
- Preliminary Assessment
- Resources**
- Case Studies (Successes and Failures)
- Guides and Templates
- Further Assistance - Government
- Further Assistance - External
- Definitions
- Change My Password
- Quick Start Guide

Welcome to the Inventors Guide, designed to assist you assess whether your idea or invention is likely to be commercially viable and how to progress taking your idea or invention to market. The Inventor's Guide is bought to you by the Australian Institute for Commercialisation and the Queensland Government.

### Wondering what to do next?



Download a guide on what you need to do to get your idea to market.

### Self-Assessment



Complete it to help work out what you need to do next!

### Contact the AIC









Before requesting assistance, please complete the self-assessment .

### View My Reports



Access the self-assessment, via My Project Workspace (left menu)

Commercial Stages

-  New Idea
-  Proof of Concept
-  Business Planning
-  Detailed Product Planning
-  Market Testing Trials
-  Full Product Launch



# Queensland Inventor Service

Question	Rationale
<b><i>Determining intellectual property value</i></b>	
Can the invention be protected?	Novelty increases rationale for commercialisation
<b><i>Market potential</i></b>	
What does the invention solve? How is the problem currently solved? Who is likely to buy it? Who are your competitors?	Relative importance influences potential. Shows the need for the invention. Indication of the size of the market. Who else is addressing the problem?
<b><i>Skills</i></b>	
Have you commercialised a product or service before?	Indicates entrepreneurship
<b><i>Finance</i></b>	
Are you committing your own funds?	Shows commitment to commercialisation



# Case Study – StockEZEon Pty Ltd

## → The Company

- StockEZEon Pty Ltd was set up in 2007 to commercialise the StockEZEon product
- StockEZEon is an innovative device designed to apply and remove all types of compression hosiery

## → The Opportunity

- 70% of compression hosiery patients require assistance to apply and remove the stockings
- This leads to a high level of non-compliance in the use of the stockings, but also increased burden on patient care

## → Outcomes to date:

- The AIC assisted StockEZEon to develop a commercialisation strategy and introduced the opportunity to a number of multinational health companies
- The AIC is currently assisting with preliminary negotiations between a large European health organisation and StockEZEon Pty Ltd to distribute the StockEZEon device globally



## What it takes to become a winner

- **Capital along the entire journey**
- **Understanding of where the product or service fits in the value chain, and how to best utilise it**
- **Realistic information**
  - about markets, collaborators, IP, etc
- **Self belief, but the temperament to accept advice**



# Five thoughts about IP protection

- It is never a sufficient condition for success
- Horror stories abound where patents don't exist  
→ **Stock-Eze On**
- Potential horror stories still arise when patents do exist  
→ **Scallop farming technique**
- In parallel, building brand equity through trademarks can be as valuable as through patented technology
- Many entrepreneurs focus more on “legal” forms of IP than on intellectual capital as barriers to entry



# How to pick winners

- Achieve multiple milestones simultaneously

Technology/ Product	Intellectual Property	Market
<ol style="list-style-type: none"><li>1. Summary of the Invention</li><li>2. Literature Review</li><li>3. Requirement Specification</li><li>4. Research &amp; Development Plan</li><li>5. Competitive Advantage</li></ol>	<ol style="list-style-type: none"><li>1. Disclosure</li><li>2. IP Ownership</li><li>3. Novelty / Patentability</li><li>4. IP Search</li><li>5. Freedom to Operate</li><li>6. Enforceability</li></ol>	<ol style="list-style-type: none"><li>1. Addressable Market Need</li><li>2. Industry Structure</li><li>3. Customer</li><li>4. Competitor</li><li>5. Value Proposition</li></ol>



# Take-home messages

- Most inventors need money and don't recognise what else
- The end-game is a product or service in the market that brings value, not IP per se
- To be successful at that requires
  - strong, differentiated IP that can't be easily duplicated
  - knowledge about markets, customers, channels
  - a team that can deliver
  - some humility



# For more information

- Our website is [www.ausicom.com](http://www.ausicom.com)