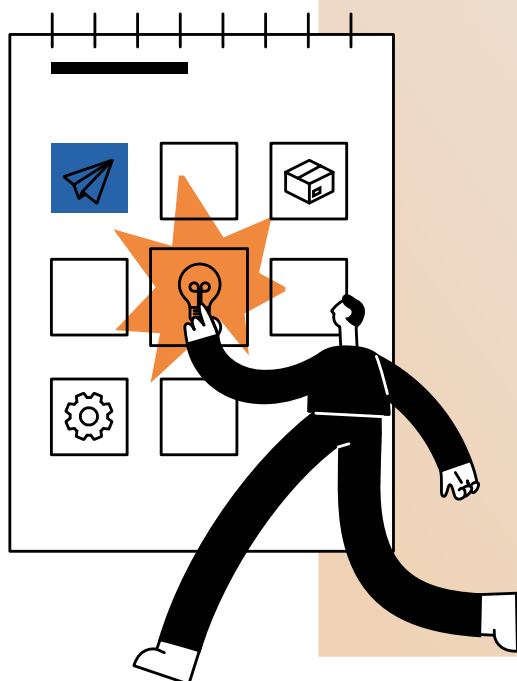
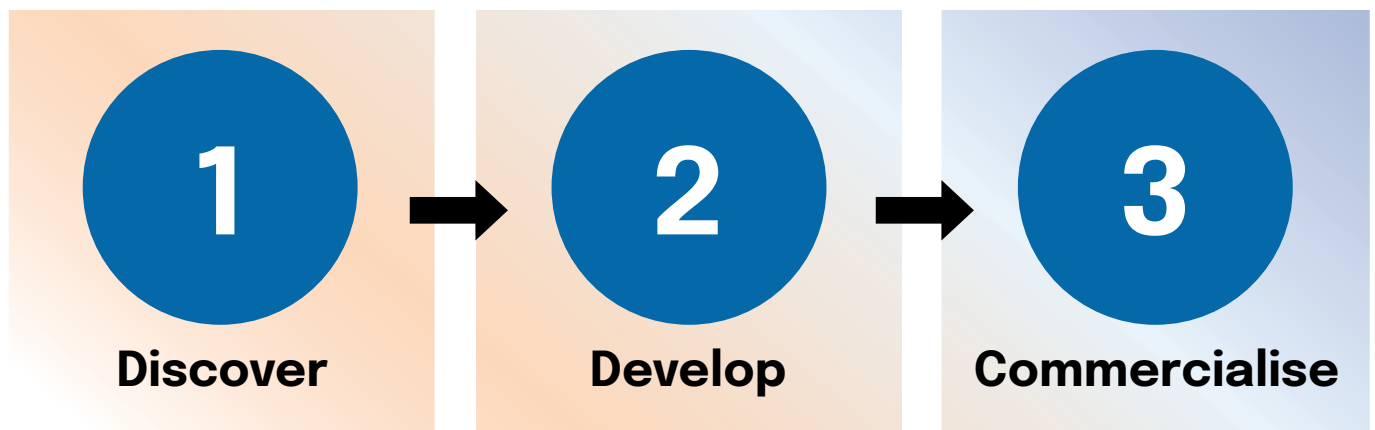




Managed Commercialisation Program

If you have a good idea and don't know what to do or where to go next, our Managed Commercialisation Program provides start-ups with hands on assistance and professional advice.

Using our proven development strategy, the program is managed in three phases, each designed to mitigate financial risk and generate positive outcomes:



Each phase covers the following typical elements as required:

- Market research
- Government grant eligibility assessment
- Product design
- Technology development
- Intellectual property advice
- Branding and packaging
- Business model options
- Manufacturing assistance (local and offshore)
- Joint Venture funding direction
- Monetisation, RRP & distributor margin calculations

1 Discover

Concept

Will consumers buy it?
How much will they pay for it?
Who are your competitors?
What are your design options?
Will it work?

IP

Standard patent?
Registered Design?
Trade Mark?
Domain name?
Copyright?

Viability

Development Cost?
Production set up cost?
Unit cost?
Margins?
RRP?
Profit?



2 Develop



Product design

Concept development
Prototype testing
Proof of concept
Design refinement
Technical drawings
Produce

Brand development

Naming
Logo and graphics
Packaging
Web/App
Marketing collateral (hard)
Marketing collateral (digital)

3 Commercialise

Often the best 'path to market' or business model is unclear at commencement. Here are some of your options:

Sell

Patent protection essential

License

Patent protection essential

Develop A

Patent protection ideal - Joint Venture or strategic partner alliance

Develop B

Patent protection non-essential - appoint a distributor

Develop C

Patent protection non-essential - Undertake product/device manufacturing, marketing and fulfilment yourself

