



KNOWLEDGE  
COMMERCIALISATION  
AUSTRALASIA



*Developing Knowledge Transfer  
Professionals in Australia: The Role of the  
Association*

# Brief History

- 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 = 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”*

# Recognising the Scope of the Role

## 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

## MARKETING

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

## MARKET RESEARCH

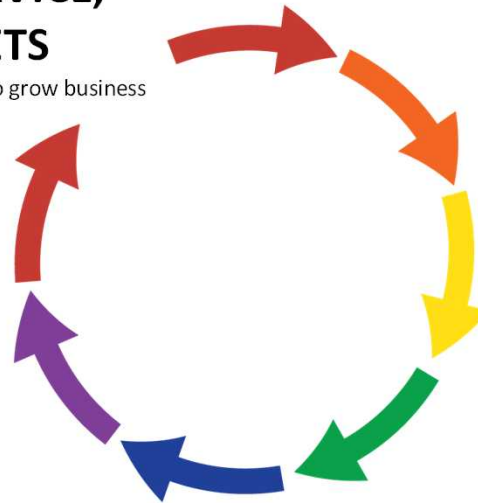
- Desktop searches
- Customer Interviews
- Competitor analysis
- Identify funding opportunities
- Identify partnering opportunities
- Markets and market sizes
- Due diligence
- Pricing and placement
- IP landscape

## 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



# Skills & Competencies Based Approach going Forward?

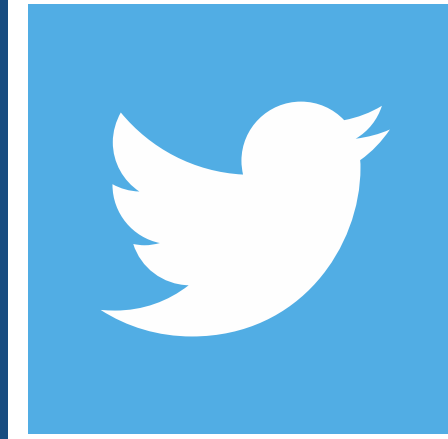
- AUD\$100k research grant to conduct a skills gap analysis in Australia
- Develop a framework for Professional Development across the research commercialisation sector
- Identify skills gaps within the public sector research organisations
  - gain industry partner perspective
  - provide recommendations to address gaps



*Seek to create a clearly defined career pathway for early career technology transfer professionals in Australia*



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**ATTP**

ALLIANCE OF TECHNOLOGY  
TRANSFER PROFESSIONALS

ありがとう

**Melissa Geue**

Executive Officer

*Knowledge Commercialisation Australasia*

[melissa.geue@kca.asn.au](mailto:melissa.geue@kca.asn.au)

@KCAincorporated

www.kca.asn.au