

# Commercialisation workshop

## Taking research to the **real** world



**bluebox**  
innovations for the **real** world

**bluebox** is conducting a one-day workshop for QUT research staff who wish to learn more about commercialisation.

To be held on Wednesday 5th September, 2007, the workshop will provide attendees with a fantastic opportunity to meet the **bluebox** team and other leading professionals from the legal, patent attorney and venture capital fields, and gain a deeper insight into commercialisation at QUT.

Taking place at The Stamford Plaza near QUT's Gardens Point campus, workshop attendance is **free** and includes morning tea, lunch and afternoon tea.

Time	Topic	Content	Presenter
9:00 - 9:10	QUT's commitment to commercialisation	* Why commercialisation is important to QUT * <b>bluebox</b> 's role within QUT	Professor Arun Sharma (DVC Research and Commercialisation)
9:10 - 9:45	<b>bluebox</b> and commercialisation	* Welcome * The <b>bluebox</b> team * Why bother with commercialisation	Michael Finney
9:45 - 10:30	Introduction to commercialisation	* <b>bluebox</b> processes * Commercialisation models (start-up vs licence)	Dr Paige Maguire Colin Kinner
10:30 - 10:45	Morning tea		
10:45 - 11:30	The A - Z of start-ups	* Start-ups * Venture capital funding * Investor's expectations	Mark Gill (CM Capital Investments)
11:30 - 12:15	Intellectual property protection	* What is intellectual property * Forms of IP protection * Patents and the patenting process	Mark Horsburgh (Fisher Adams Kelly)
12:15 - 1:00	Lunch		
1:00 - 1:45	Commercialisation legal issues	* Legal issues relating to commercialisation and relevant agreements	Patrick Sefton (Corrs Chambers Westgarth)
1:45 - 2:30	Aligning research practises with commercialisation	* Research notebooks * MTAs and CDAs * Killer experiments * The venture capitalist perspective	Dr Paige Maguire Dr Mark Radford (Symbiosis)
2:30 - 2:45	Afternoon tea		
2:45 - 3:15	Non-traditional funding sources for research	* Research funding via commercialisation linkages * R&D contracts	Brent Watts Dr Raisa Monteiro
3:15 - 3:45	Case study	* Gardasil	Michael Finney
3:45 - 4:00	Close		Michael Finney

**Please visit [www.qutbluebox.com.au](http://www.qutbluebox.com.au) for more information, and register by contacting [enquiries@qutbluebox.com.au](mailto:enquiries@qutbluebox.com.au)**  
**Registrations close Thursday 30th August, 2007.**