

The multi-dimensional melee of commercialisation, innovation, and collaboration

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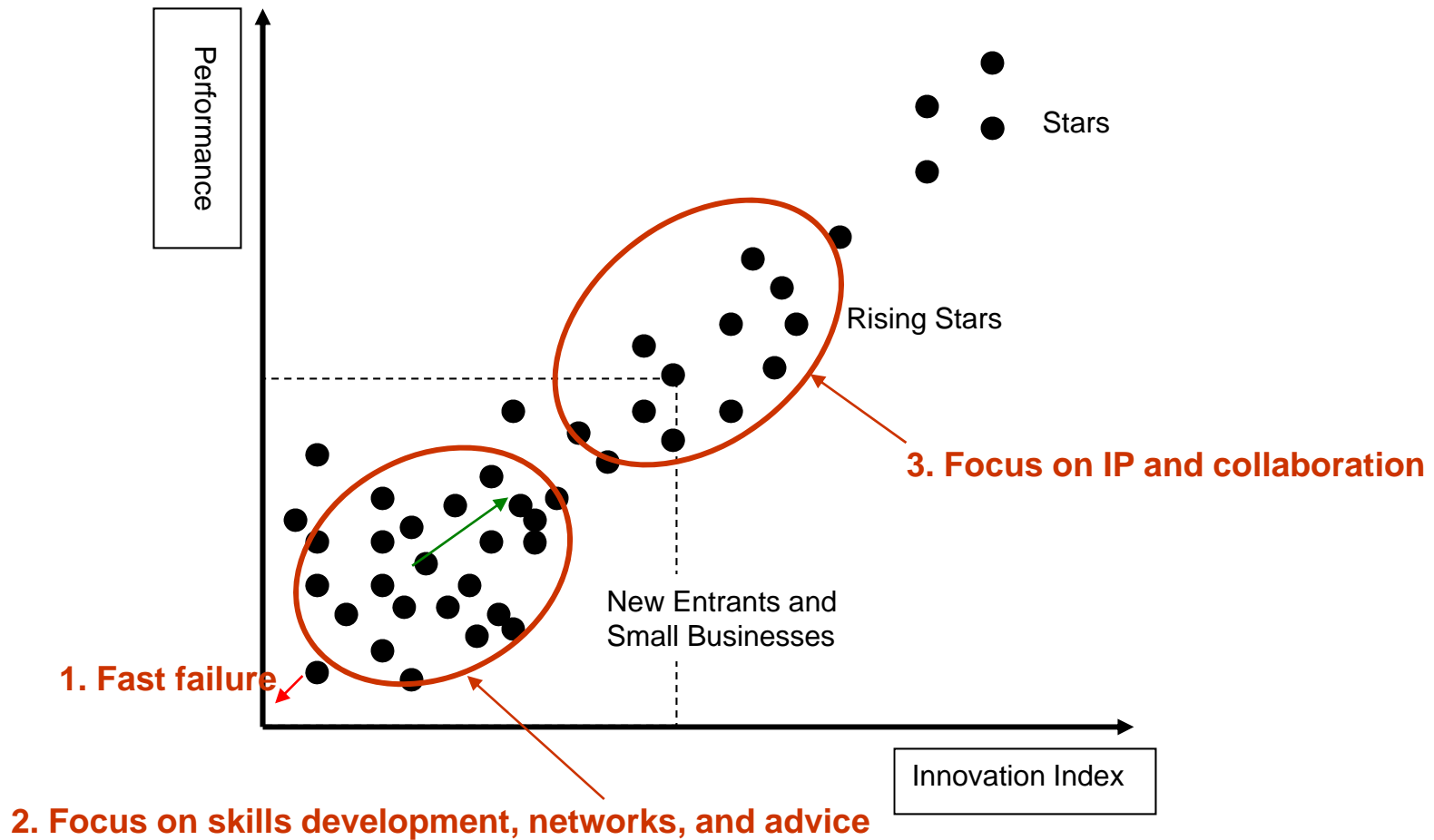
Theme of presentation

- **Innovation for business and the community**
- **The importance of collaboration**
- **Open innovation and where open access fits with commercialisation**

Some assumptions

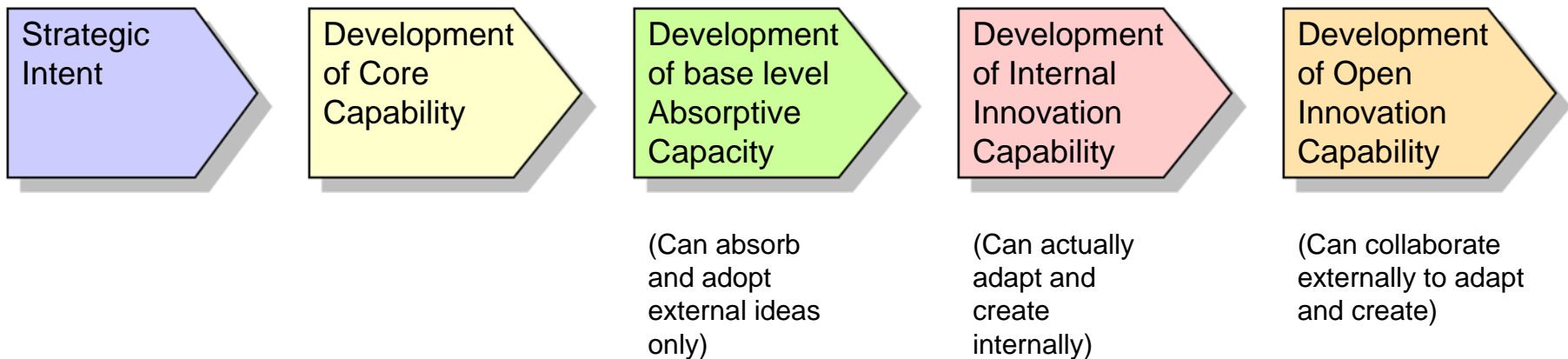
- **Innovation is the successful implementation of a novel idea to a customer (market) that values it**
 - Involves novelty and creativity
 - Creates impact for someone
- **Commercialisation is the conversion process**
 - Achieves economic, social, or environmental outcomes
 - In a university, revenue is almost *never* a key driver

The importance of innovation to the firm

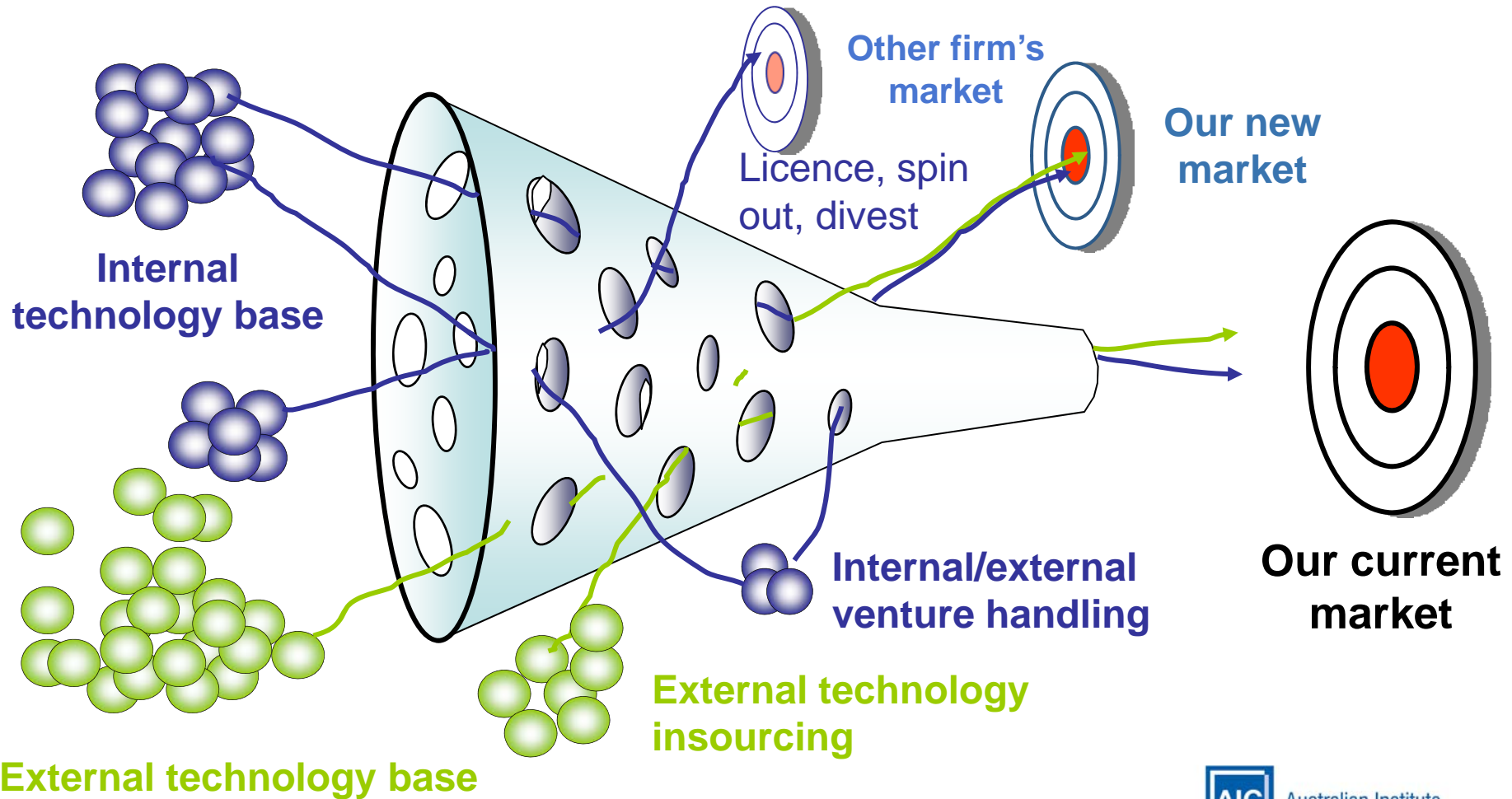


High-end innovation usually involves collaboration, but most firms are unable

INNOVATION JOURNEY

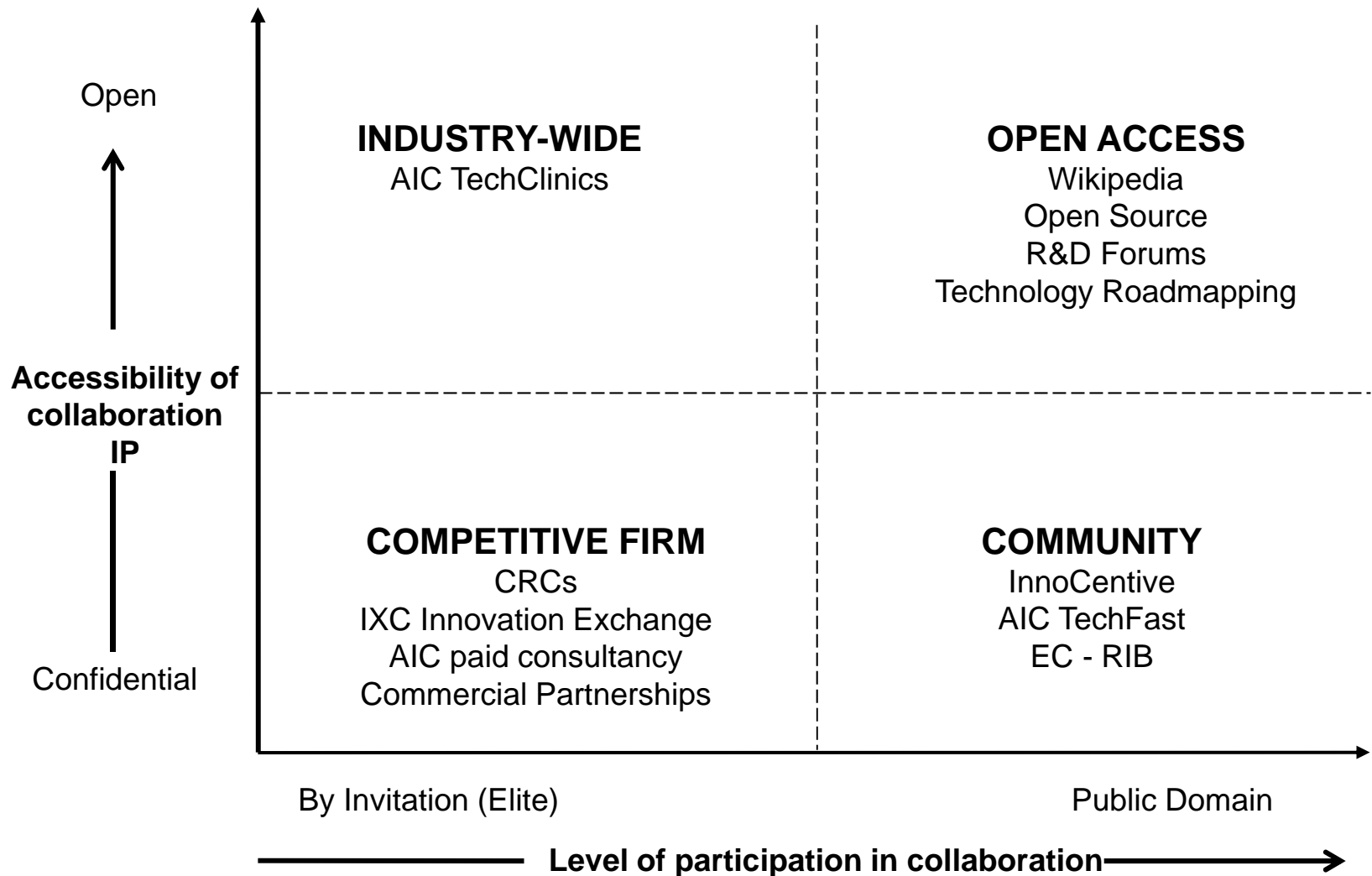


Open Innovation

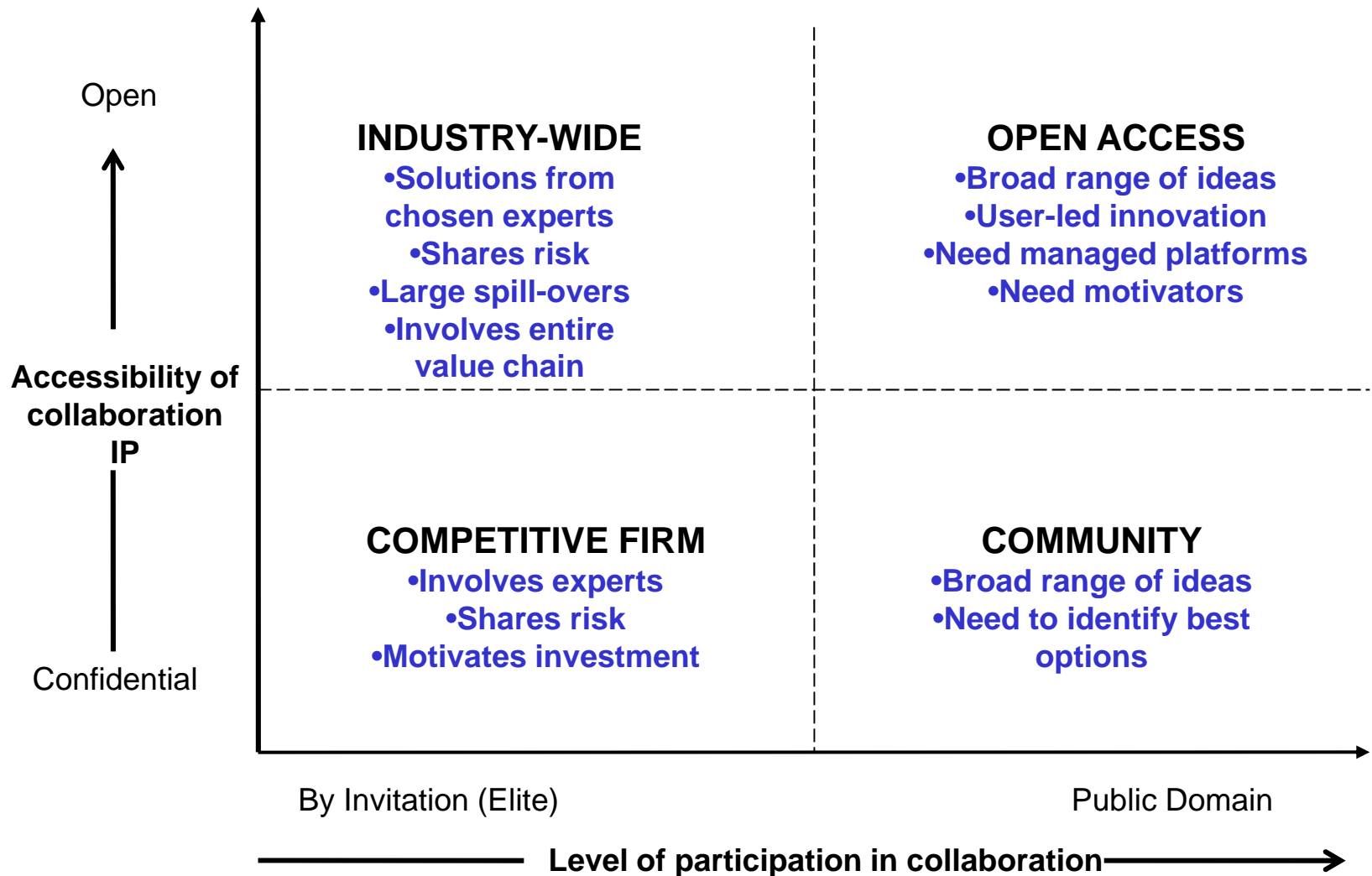


Source: Prof Henry Chesbrough UC Berkeley, *Open Innovation: Renewing Growth from Industrial R&D*, 10th Annual Innovation Convergence, Minneapolis Sept 27, 2004

Modes of Open Innovation



IP application requires careful consideration



Conclusion

- **Open innovation entails many modes of collaboration**
- **Some problems will involve all modes in coming to a solution**
- **IP has value, but value can be realised only when it is applied in the hands of a user or customer**
- **Care is needed to ensure IP is appropriately protected**

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