Working with industry to translate/commercialise research

2015 ANZ Division IADR

Presented by
Professor Chris Peck
Dean, Faculty of Dentistry

THE UNIVERSITY OF SYDNEY

Objectives

ACODS and Research

Develop an understanding of successful Industry collaboration

Understand Intellectual Property and where it fits

Increase knowledge of how to engage with potential industry partners, including;

- the value of engaging with industry
- how to talk, and how to listen, to potential partners;

ACODS

AUSTRALASIAN COUNCIL OF DENTAL SCHOOLS

ACODS

- Represents dental academia across NZ & AUS
- 13 Universities
- Focus on Research & Education- translation is key
- Strong links with IADR

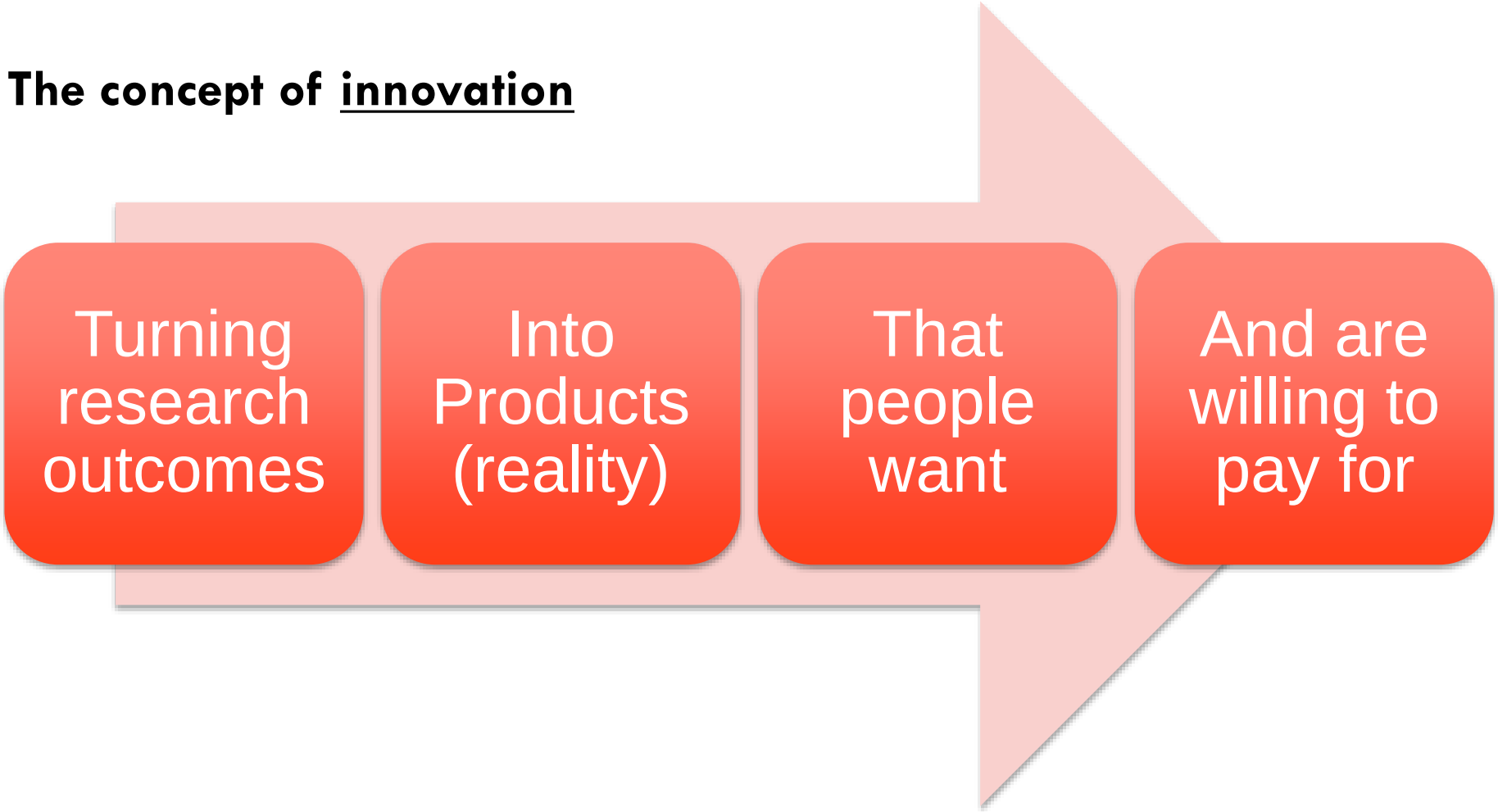
Innovation

"The key enabler to drive innovation is collaboration, with 92% of Australian business leaders believing their company would be more successful at innovation through partnership and collaboration than if they went about it alone."

– Source: Thinking Business: Industry Research Collaboration Project report

What is commercialisation?

The concept of <u>innovation</u>



An example of Government initiatives for collaboration

July 2014 – NSW Business Chamber commissioned the "Thinking Business: Industry Research Collaboration Project" report

- a road map for government, industry and the research sector to improve the effectiveness and frequency of industry-led collaborative research, harnessing Australia's considerable research expertise to find innovative solutions for industry problems.

Primary message of the report:

- Need to increase impact of research dollars
- Less reliance on Cat 1 funding

An example of Government initiatives for collaboration

The recently announced *Industry Innovation and Competitiveness Agenda* and *Boosting the commercial returns from research* strategy articulate the government's focus on, among other things, improving the translation of research into commercial outcomes for industry.

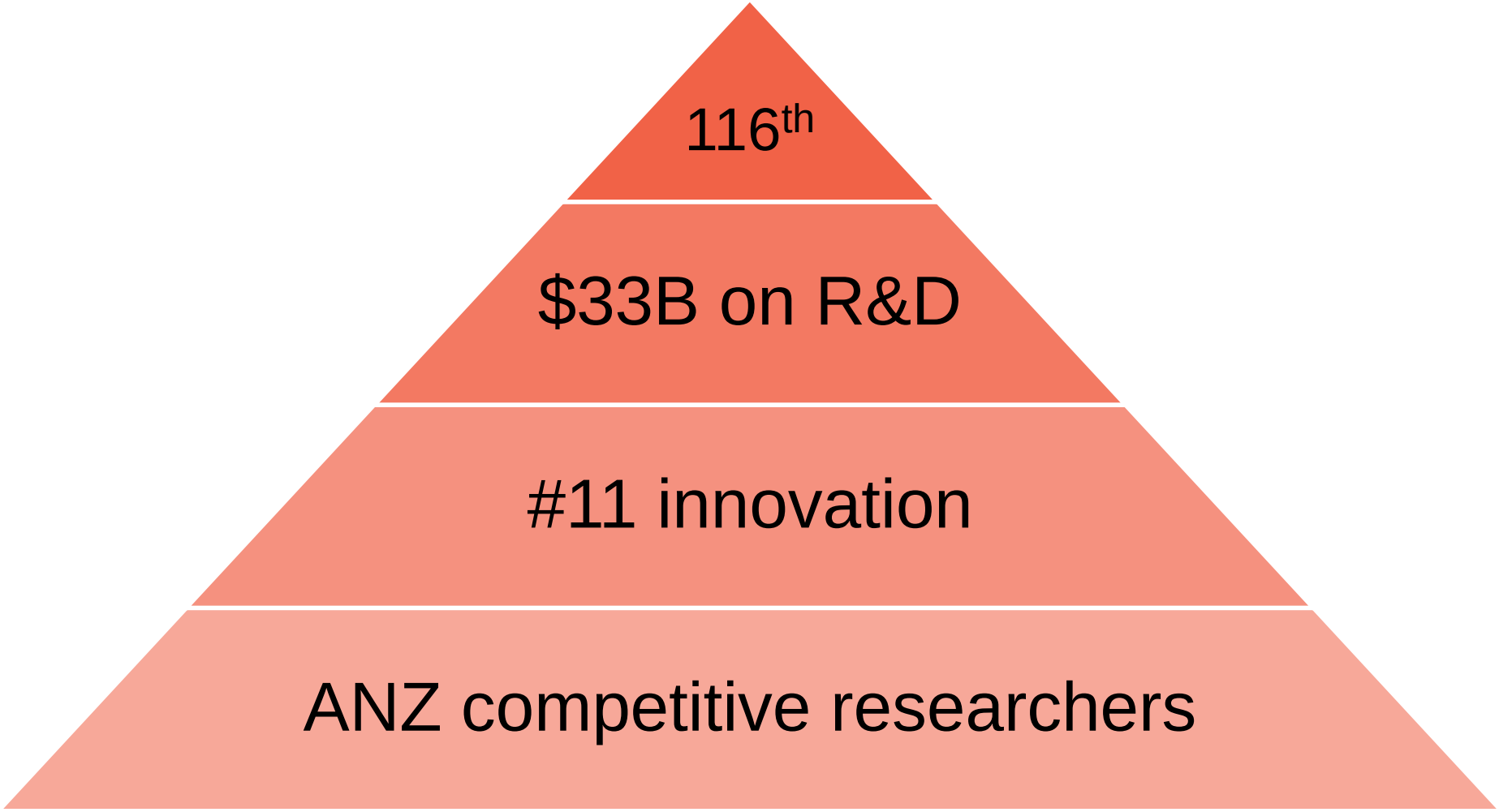
- Food and agribusiness
- Mining equipment, technology and services
- Medical technologies and pharmaceuticals
- Oil, gas and energy resources
- Advanced manufacturing

Funding which can support industry collaborations

$400+ M per annum

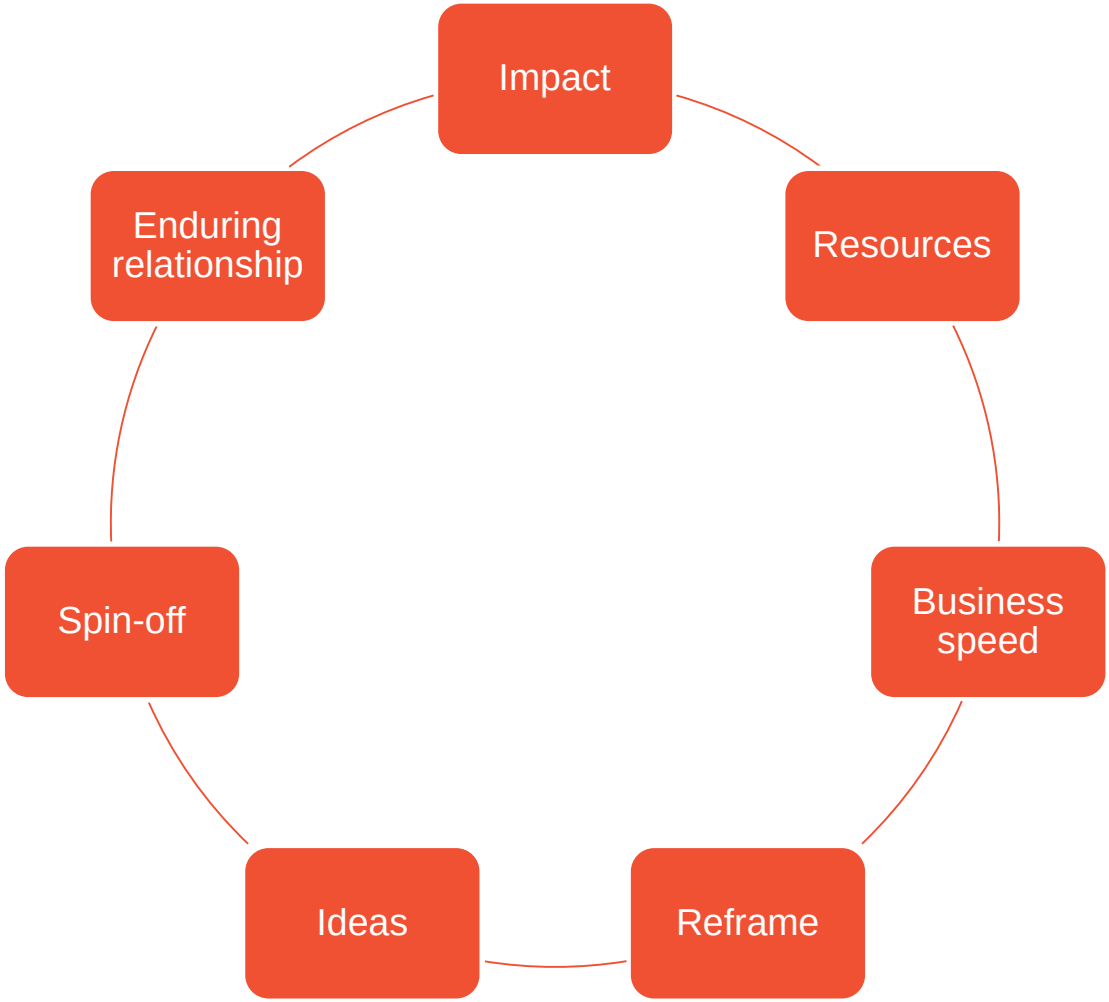
- NHMRC Development Grants
- NHMRC Partnership Projects
- Ministry of Business, Innovation &Employment's Commercialisation Partner Network, Commercialisation Partner Network
  - KiwiNet
  - Return on Science
  - CRIS Ltd
- Callaghan Innovation
- ARC Linkage
- ARC Industrial Transformation Research Hub
- ARC Industrial Transformation Training Centre
- ARC Centres of Excellence
- ARC Linkage Infrastructure, Equipment and Facilities
- Cooperative Research Centres
- Industry Growth Centres
- Rural Industry Research and Development Corporation
- Various State Government Grants

The Research Landscape



Industry Engagement

Benefits of working with Industry



Perceived Barriers to Industry Engagement

Uncertain process

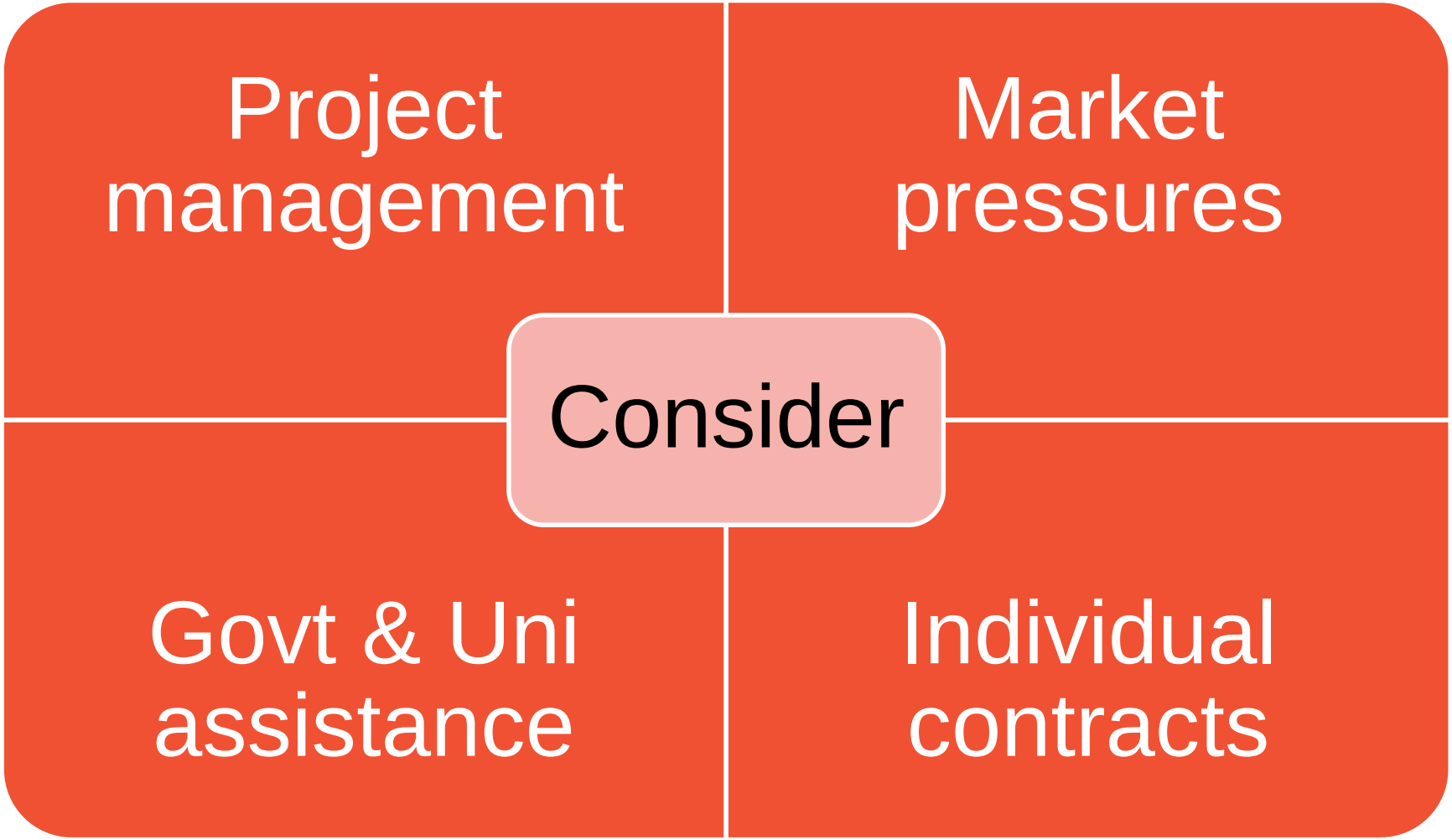
Lots of effort

IP rule rigid

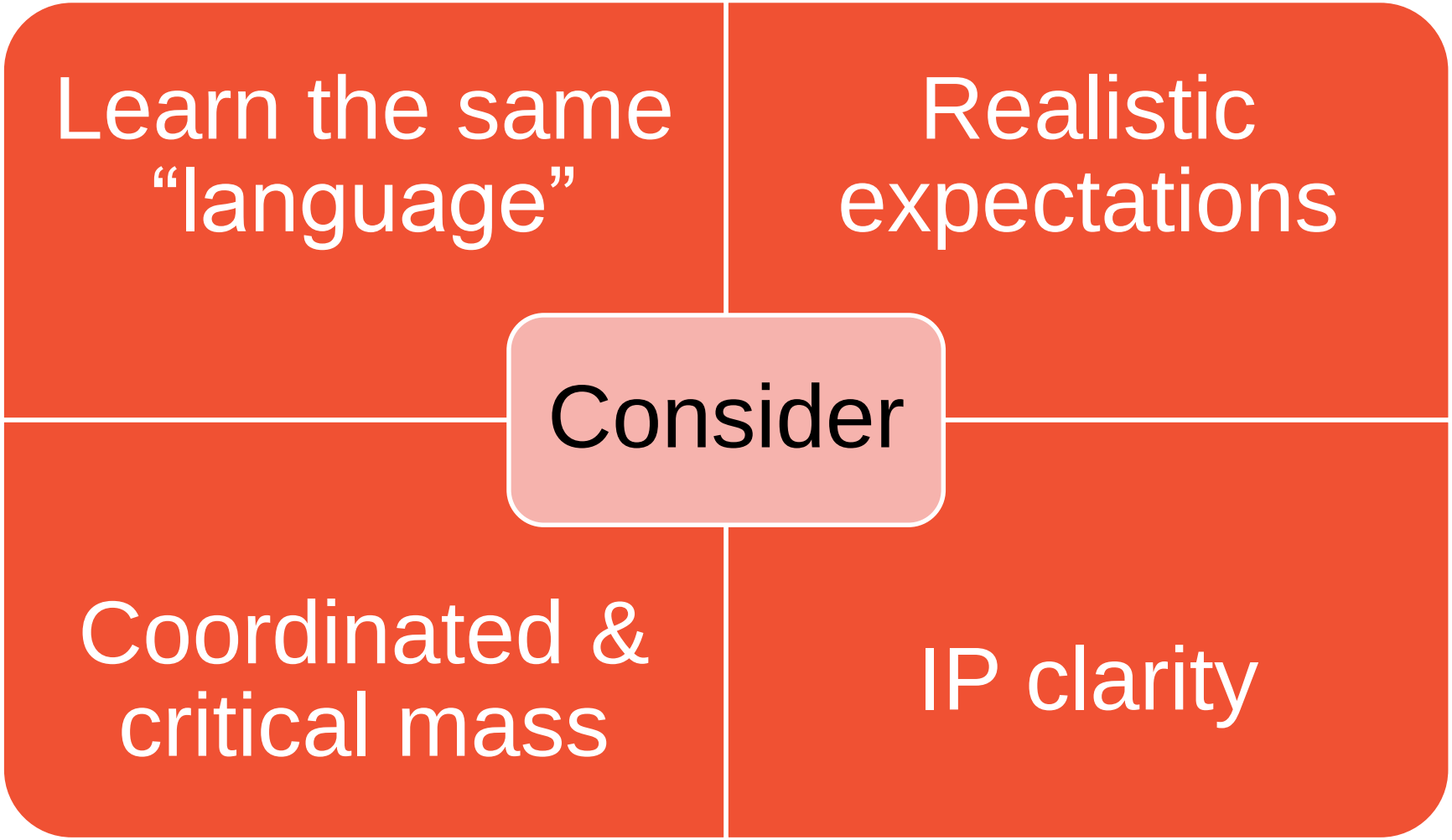
Lack of value

Difficult contract negotiations

Benefits of working with Industry



Benefits of working with Industry



Coordinated & Critical Mass: Large-Scale Multi-Disciplinary Research

VALUE PROPOSITION Brings new and specific value to the University	**STRATEGIC FOCUS** Specific mission to deliver benefits to society through an innovative approach
SCALE AND BREADTH Large-scale, cross-disciplinary and cross-organisational	**ACKNOWLEDGED REPUTATION** Sydney has demonstrated research strength
MEETS SOCIETY NEEDS Addresses significant national and international health challenges	**CONCENTRATED CREATIVITY** Inspires the creativity and innovation of our researchers

Chronic diseases [Obesity, diabetes & cardiovascular disease]
(Charles Perkins Centre)

Intellectual Property Basics

What is Intellectual Property?

- Patents
- Registered Designs
- Registered Trade Marks
- Plant Breeders Rights

Formally registered

- Copyright
- Confidential Information & Know How
- Trade Secrets
- Circuit layouts

Not registered

Intellectual Property Basics

Patent

- is a right to **prevent** others from using a technology

Requirements for patentability

- **Novelty – don't disclose**
- **Inventiveness**

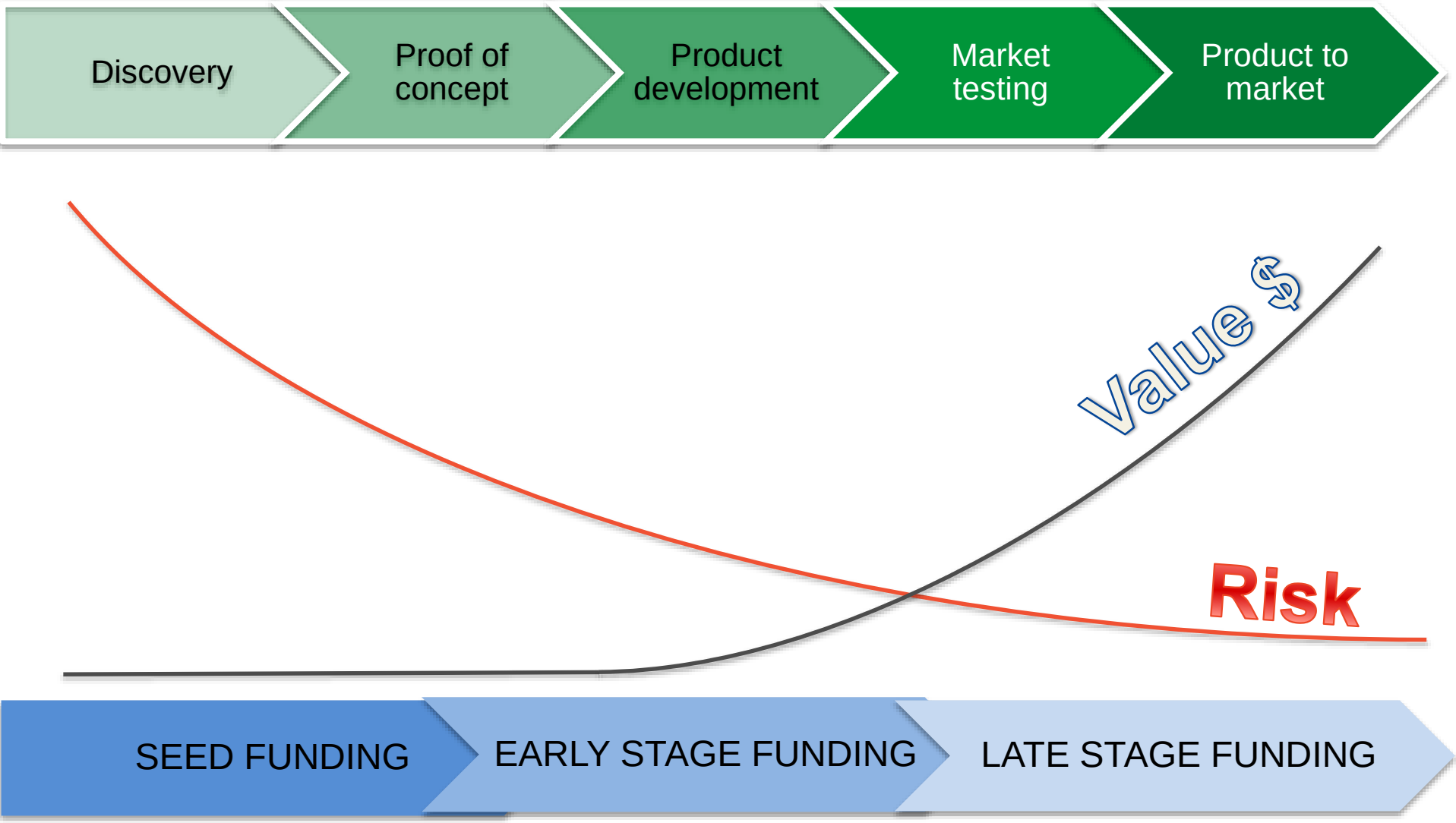
Costs

- **~>$50,000 to get one patent application through to grant**

Timescales

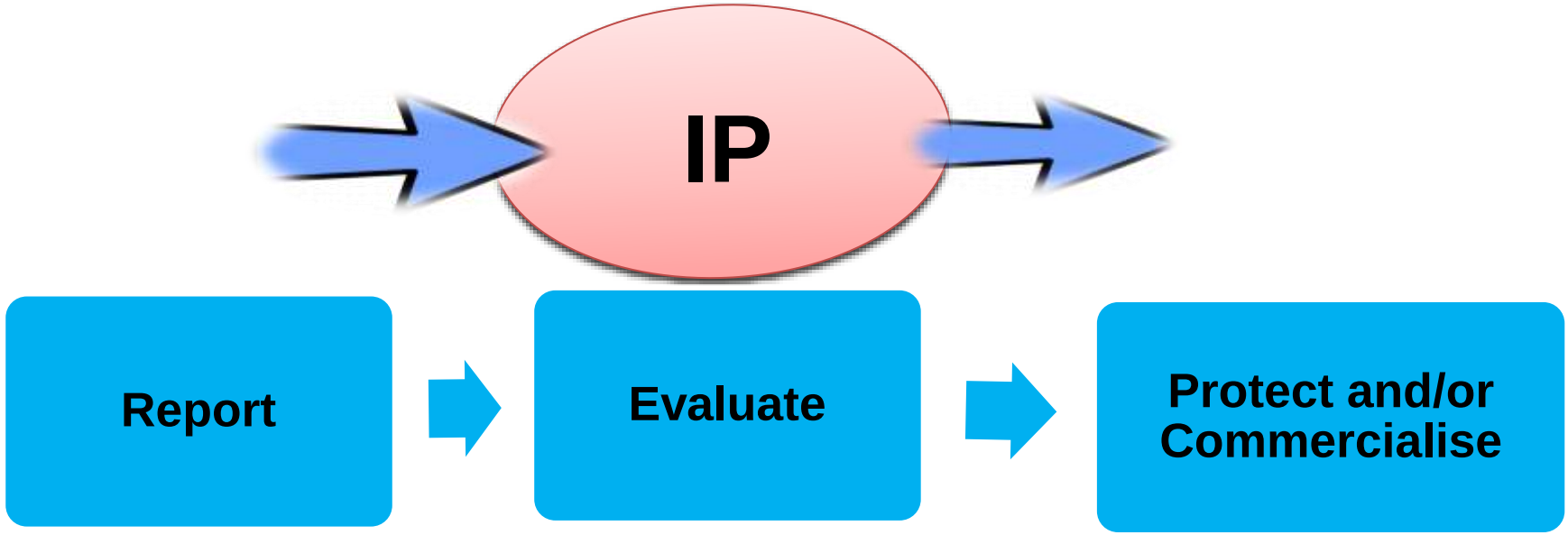
- **On average 3-7 years to be granted**
- **In force for 20 years**

Intellectual Property Development Cycle



Intellectual Property Management Process

What do I do if I think I have created or invented something?



Submit Record of Invention to Uni

Uni reviews & makes recommendation

Uni will liaise with patent attorney to file patent.

Identify industry partner and begin negotiations

Tips for Researchers in Partnering with Industry

- Don't just ask for money when contacting an industry partner – you need to think about what the industry partner could get out of the collaboration;
- Research the potential partner – know them and know what sort of collaborations they have done in the past;
- Do not use Government grant applications as first engagement with new industry partner;
- Practice your pitching skills;
- Get assistance from University

Tips for Researchers in Partnering with Industry

- Be cautious when partnering with SMEs in linkage projects;
- Ensure that you keep your partner informed of progress and manage their expectations appropriately;
- Think about the follow-on opportunities – it should not be a one-off project.
- Do not attempt to negotiate contract terms yourself – use University experts

Colgate

Acknowledgements

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