

Research as a Pipeline for Industry

A Company Perspective

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What do Companies Want?

- ❑ Products (or, at least, technology that can be turned into products)
- ❑ Reassurance
 - ❑ Intellectual property
 - ❑ Conference reports and peer-reviewed publications
 - ❑ Quality of researcher / institute
- ❑ People they can work with
 - ❑ Passionate but not naïve
- ❑ Products



Some Home Truths

- ❑ New technologies (in life sciences at least) have a 10-20 year gestation period
- ❑ Great science is not enough
- ❑ Academia and industry work on different time scales
 - ❑ Companies (and particularly SMEs) generally have short time horizons
 - ❑ Near term survival trumps long term opportunity
 - ❑ Simple solution now >> Bells and whistles in the future



A Pet Peeve

- ❑ We “punch above our weight”
- ❑ 1% of worlds population creates 2% of published papers
- ❑ Only relevant (commercially) if
 - ❑ The 2% represents breakthrough innovation
 - ❑ The 2% provides leverage over the other 98%



What Else do Companies Need?

- ❑ Three core requirements
 - ❑ People
 - ❑ Cash
 - ❑ Infrastructure
- ❑ All three are in limited supply in Australia
- ❑ Public sector research can help with two out of three



People

- ❑ Industry experience is in short supply at all levels and across all facets of the sector
- ❑ Role for public sector / academia
 - ❑ Fellowships for industry
 - ❑ Industry placements for academics
 - ❑ Dual track positions
 - ❑ US versus 'ivory tower' philosophy



Infrastructure

- ❑ Strong investment research facilities but minimal investment in incubator space
- ❑ Companies need:
 - ❑ Ability to expand and contract as required
 - ❑ Access to shared facilities and capabilities
- ❑ Role for public sector / academia
 - ❑ Include companies in plans for technology precincts
 - ❑ Technology incubators within universities
 - ❑ Reduced access costs for SMEs



Industry Relevance – AIBN

- ❑ Active outreach
- ❑ Industrial Affiliates Program
- ❑ Identification of specific applications for technology platforms
- ❑ Strong integration with UniQuest
- ❑ Internal commercial input
- ❑ Key individuals with industry experience



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