

Creating *value* from *innovation*

Inntuition is a part of the Optimat Group, dedicated to supporting innovation within research-intensive organisations.

We provide practical tools and support to:

- increase the commercial funding base for R&D activities
- increase the number of projects successfully commercialised
- increase income generated by project commercialisation

We do this through engaging research staff in the process, through developing partnerships with industry and by ensuring projects have the market in mind throughout their development. The tools & support we use to do this are:

- Creating Value from Innovation – a 2 day intensive commercialisation workshop targeted at researchers
- Insight IPM™ (Innovation Portfolio Manager) – our unique commercialisation project & portfolio management software
- Commercialisation project mentoring – our experience in managing the whole commercialisation process and working directly with researchers is applied to your projects

These tools have a long and successful track record, having been developed and delivered to research institutions over the past 7 years by the Technology Commercialisation Group (part of Deloitte Touche Tohmatsu) in Australia.

- The workshop has been delivered to over 1,500 researchers in the UK, Australia, New Zealand, Asia and the US – in the UK it is accredited by Coventry University and AURIL
- The software is being used by organisations to manage their commercialisation activities, increasing third stream income



Issue faced	Our response
Large (possibly overwhelming) number of existing and new IP opportunities	Assess and prioritise existing IP and help to set up systems for managing projects efficiently
Research projects are not designed to support commercialisation – in fact, they are often highly technical	Train researchers in the basics of commercialisation so that projects are carried out with the market in mind
Research staff are unaware of the market potential of their technologies	Help researchers to understand and assess the value and how to communicate this effectively
No effective methods for prioritising resource allocation for market development on projects	Continual assessment of each project, identifying critical issues, support requirements and next steps
Limited resources (HR and financial) for project support	Systemise project support processes through a tailored management system
Demanding income targets and declining funding for research	Create successful projects by ensuring research is market oriented from the start – develop a commercialisation culture

- We don't just talk a good game, we have practical experience of commercialisation in a wide range of technologies and sectors

Creating *value* workshop

Inntuition's 'Creating Value from Innovation' workshop is uniquely aimed at improving the commercialisation awareness and skills of researchers. It uses the participant's own project to demonstrate how the process works, gradually developing its commercial focus over the two days. The workshop enables universities and research institutions to increase the number of projects that are commercialised.

Key benefits

1. Increase the skills and confidence of participants to identify, develop and manage intellectual assets and commercialisation opportunities.
2. Develop the ability of participants to interact and partner with industry, professionals and the customers of new technology.

Content

The workshop is delivered using an interactive mixture of presentations, videos, group discussions and individual workbook assignments.

Track record

This workshop has been developed since 1999 by the Technology Commercialisation Group (part of Deloitte

Touche Tohmatsu) of Australia. **It is targeted directly at helping the people developing the intellectual property / assets – the researchers.** It has been delivered to over 1,500 researchers covering most academic disciplines and has become highly respected for its practicality. The amount of IP that is commercialised and the additional revenue that has been generated has been impressive.

Participant *feedback*

"very useful and interactive"

"excellent presentation and content"

"(suits a) wide variety of academic disciplines"

