

GMC TECHNOLOGY COMMERCIALISATION PROGRAM

Does your business need to expand its product lines and find new markets?

How do R&D and innovation fit into your company's plans?

Do you want to maximise your ability to turn innovation into profit?

Do you want to work with a dynamic and successful business development support team?

Do you want to learn how to access programs that will support new business development?

The Geelong Manufacturing Council in partnership with Regional Development Victoria and Pyksis invites you to attend the Manufacturing, Innovation and Commercialisation program.

If your company requires:

- ✓ Methods and an understanding of *how to take your innovation to market*
- ✓ Support to apply for *State and Federal Government Innovation Grants*

Then this event is a must for your business.

Learn how to take your new products or innovations to markets, understand what you need to do to move your opportunity forward, work with experienced commercialisation practitioners.

TECHNOLOGY COMMERCIALISATION PROGRAM

The Regional Council Technology Commercialisation Program has been designed to assist innovative companies commercialise and take their products to national and international markets.

THE PROGRAM IS

- ▶ *fully funded by the Dept of Innovation, industry and Regional Development*
- ▶ *delivered by Pyksis VIC (www.pyksis.com) Australia's leading deliverer of regional technology commercialisation programs*
- ▶ *supported by a first-rate team of Alliance Partners*

Geelong Manufacturing Council and Pyksis are now recruiting for the program cycle which will be delivered beginning in November 2009.

THE KEY SUBJECTS COVERED

MARKETING

who wants our new product or service?

INTELLECTUAL PROPERTY PROTECTION

how do we own our new product or service?

BUSINESS MODEL

what's the best way to go to market?

THE TEAM

whom do we need, inside and outside the business?

THE NUMBERS

how do we develop our forecasts and what funding we'll need?

FUNDING

how do we get the money?

SUSTAINABILITY & EMISSIONS TRADING

- 1. How will the proposed Emissions Trading Scheme (ETS) impact on your business?*
- 2. What is your carbon footprint & how do you measure it?*
- 3. What can you do about reducing your carbon footprint?*
- 4. When should you act?*

In addition to increasing your knowledge and skills in the key areas of commercialisation, the Program is designed to help build your business case towards obtaining further funding for your project.

'GPS Sports found the Pyksis workshops and mentoring extremely useful...it clarified what we were trying to achieve with our particular technology and market segments... I would recommend it to anyone who is unclear about what they are wanting to achieve out of their business venture.'

– GPS Sports Pty Ltd

'We believe the Pyksis Program provides a unique opportunity for companies to understand what is necessary to reach their goals...the assistance from the programs alliance partners was also invaluable.'

– Qirx Pty Ltd



VALUE OF THE PROGRAM

This is a significant opportunity to work with organisations in a similar position to your own. The value of the services delivered in two phases has been conservatively valued at:

<i>Pyksis Explorer One-Day Workshop</i>	\$1,000
<i>Pyksis Pioneer Program & Mentoring</i>	\$8,000

KEY DATES

Applications in	October 2009
The Explorer one-day diagnostic Workshops	October 2009
The Pioneer business case building Program	
Pioneer Workshop 1	Thurs 26 November 2009
Pioneer Workshop 2	Thurs 10 December 2009
Pioneer Workshop 3	Thurs 11 February 2010
Mentoring Session 1	Thurs 18 February 2010
Mentoring Session 2	Thurs 25 February 2010
The Graduation Showcase	Thurs 11 March 2010

The concluding Graduation Showcase gives you an opportunity to present your project to both Government and private funding sources.

HOW TO APPLY

Places in the program are limited to 25 for One-Day workshop and 12 for the eleven-week program.

For application details and further information please contact Jenny Perks or Linette Penhall.

JENNY PERKS, GEELONG MANUFACTURING COUNCIL

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ALLIANCE PARTNERS

