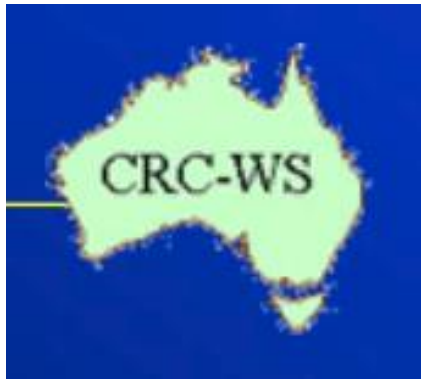


Commercialising is as easy  
as 1,2,3 isn't it...

Natalie Chapman  
Managing Director, gemaker  
BSc(hons) MBA (Marketing)  
@natchap99 @gemaker @AUSinnovates



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TAKING NEW IDEAS TO MARKET



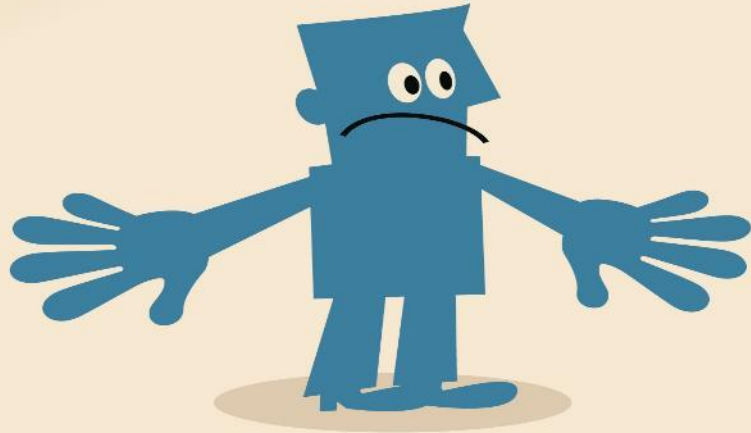
**SMART SERVICES CRC**



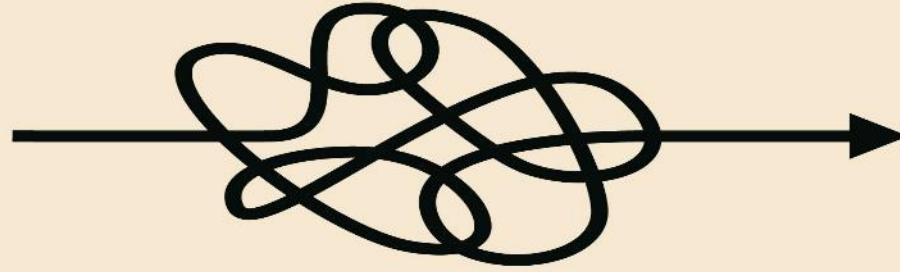
**LOW CARBON LIVING  
CRC**



# IP Ownership



**A**



**B**

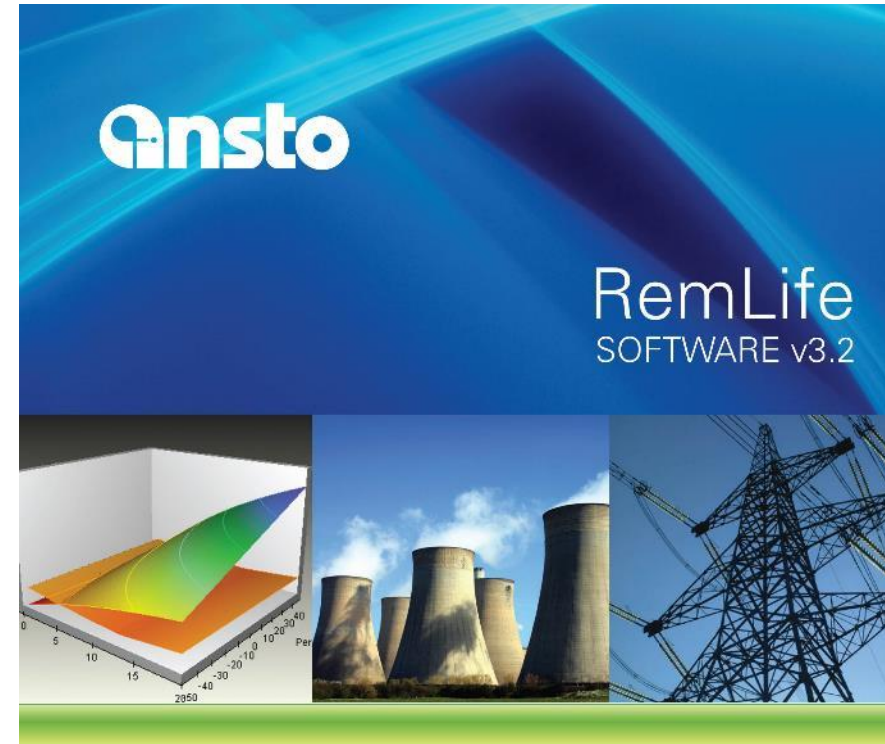


**A**



**B**

# Do not underestimate the power of marketing



Start-ups and Shut-downs  
Damage and Cost Simulator

*A FLEXIBLE TEAM OF COMMERCIALY SAVVY GEEKS*





# TableTop



# Microsoft Surface



<https://computer.howstuffworks.com/microsoft-surface1.htm>





# Commercialisation - A few tips

What I found works	What I found doesn't work
Focussing on customer need and building a solution	Focussing on research challenges and building a technology with lots of features
Listening to prospective customers early and using their feedback to build the solution	Building a product without customer involvement and ignoring their feedback
Viewing marketing expenditure as an investment	Viewing marketing expenditure as a cost
Using commercialisation/marketing experts	Using commercialisation/marketing interns or technical staff to lead sales and marketing
Engaging commercialisation/marketing staff at the beginning of a CRC.	Contracting marketing/commercialisation staff towards the end of the CRC.
Preparing a marketing & commercialisation strategy and plan for rollout	Conduct marketing commercialisation in an adhoc manner





# #AUSinnovates

We collect and share stories of commercialisation success from Australian research organisations and innovative companies, to inspire and guide other innovators.

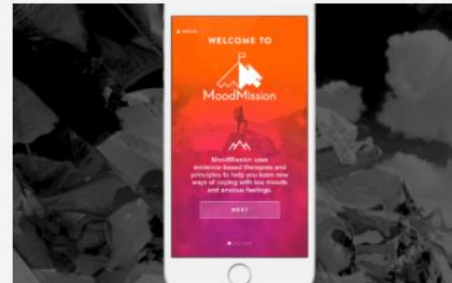
Share your story

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Success stories from research organisations and innovative companies around Australia.



Innovative wound treatment



MoodMission App helps manage

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