

Commercialising Resources Research in Australia

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How did I end up in this role...?



ExxonMobil

Santos

RioTinto

CHEMICAL AND ENVIRONMENTAL ENGINEERING

INDUSTRY PROFESSOR
SUSTAINABLE
MINERALS INSTITUTE



SED
REGIONAL ADVISORY

evocent
Strategy in Operation

pwc strategy&



Innovation



An Idea



Professor Tim Kastle

Innovation

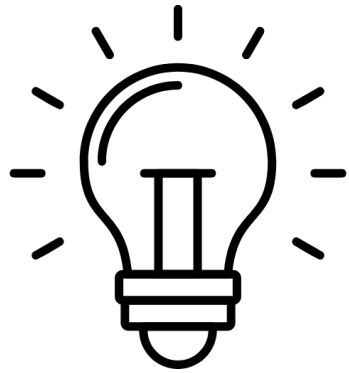


An Idea



Made
Real

Innovation

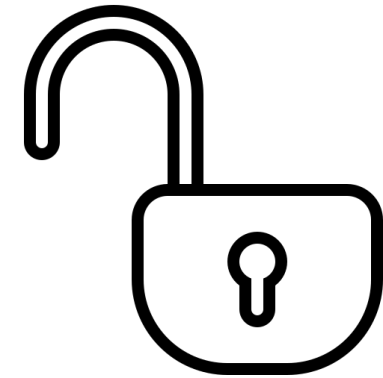


An Idea



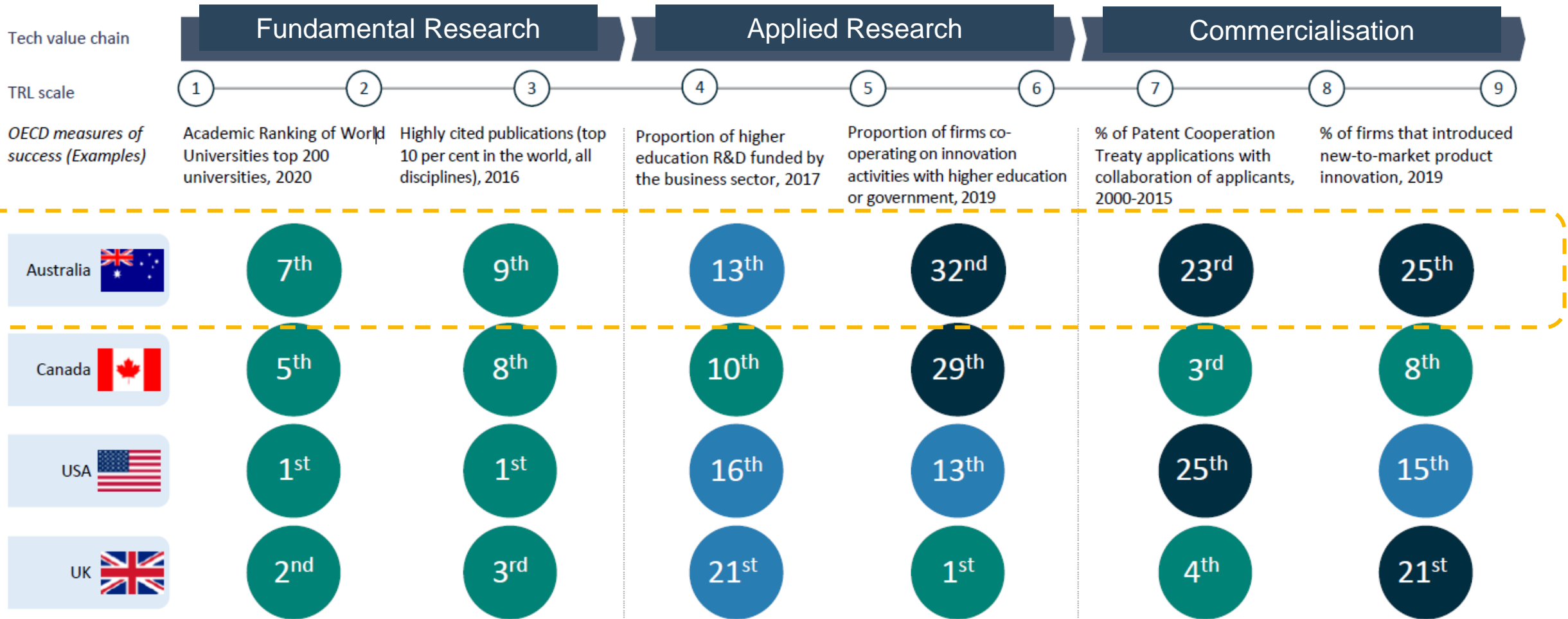
Made
Real

that

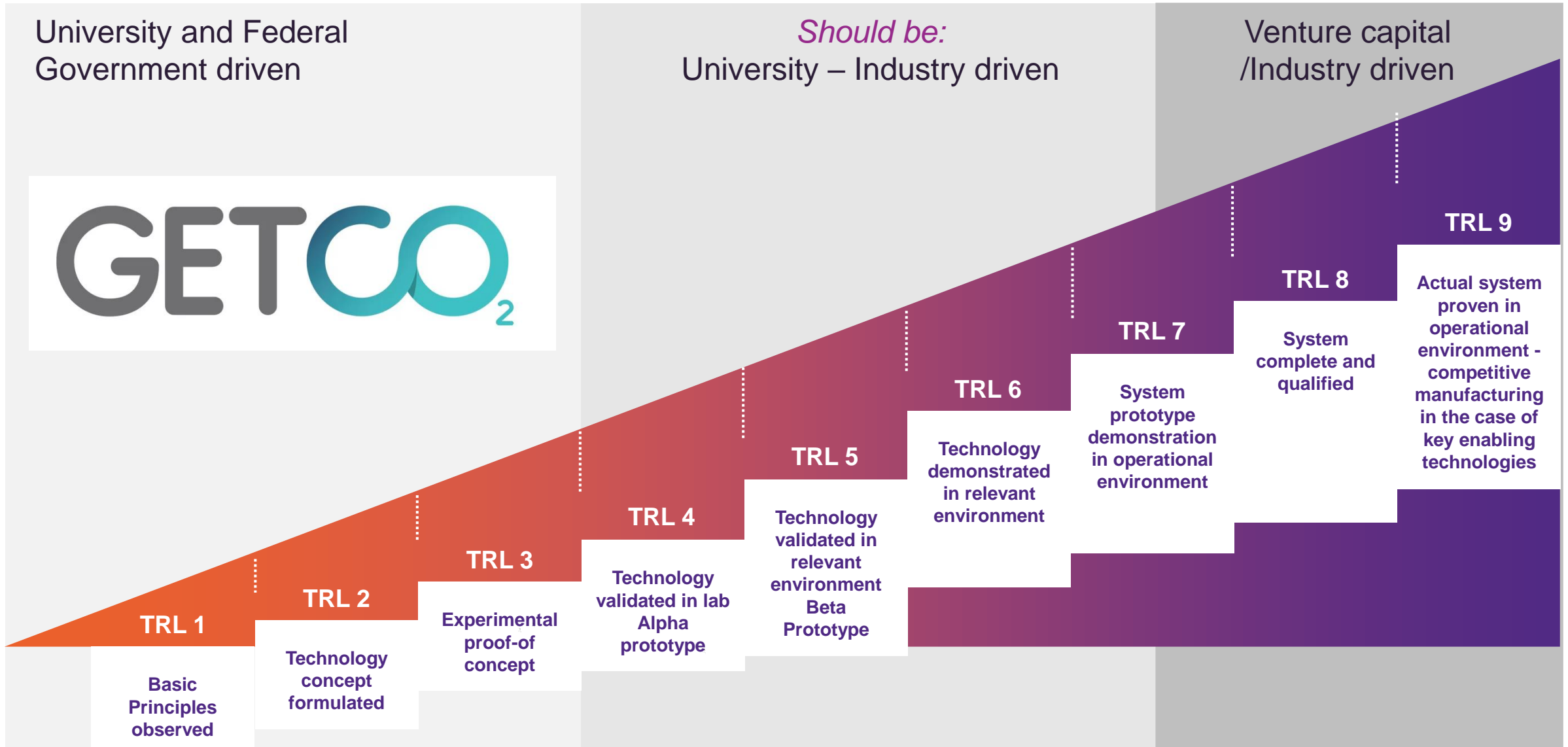


Creates
Value

Australia's Challenge and the Opportunity



Australia's Research Context



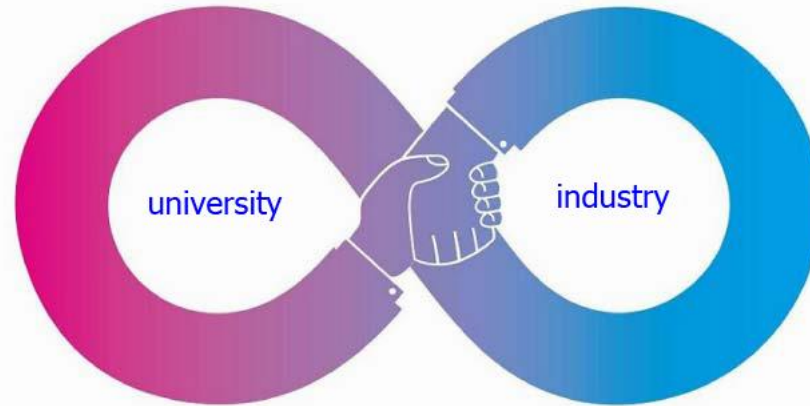
University Research Commercialisation Action Plan

Aims

Reform Australia's research commercialisation landscape

Improve university-industry collaboration

Drive commercial returns



Outcomes and Actions

Australia's Economic Accelerator

Trailblazer Universities Program

Intellectual Property Framework

Invest in CSIRO's ON Program

TRAILBLAZER OBJECTIVES



The Resources Technology and Critical Minerals Trailblazer objectives sit under three key pillars:



**University
Transformation**

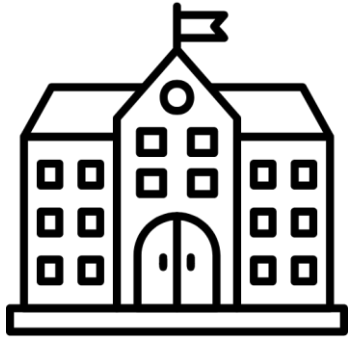


**Technology
Readiness**



**Research
Commercialisation**

The Gap



Research &
Technology
Development

What is
needed here?



Industry
Commercial
Applications

Profiles



ACADEMIA

INDUSTRY



Discovery

DRIVEN BY

Productivity

Narrow Focus
Long Timeframes

SCOPE

Broad Focus
Short Timeframes

Low

COMMERCIAL ACUMEN

High

See Potential

PERSPECTIVE

See Risk

Finding Connections



ACADEMIA

INDUSTRY



Discovery

APPLIED RESEARCH

Productivity

Narrow Focus

EARLY-STAGE
END-USER INPUT

Broad Focus

Long Timeframes

ADVANCED TRL

Short Timeframes

Low Commercial
Acumen

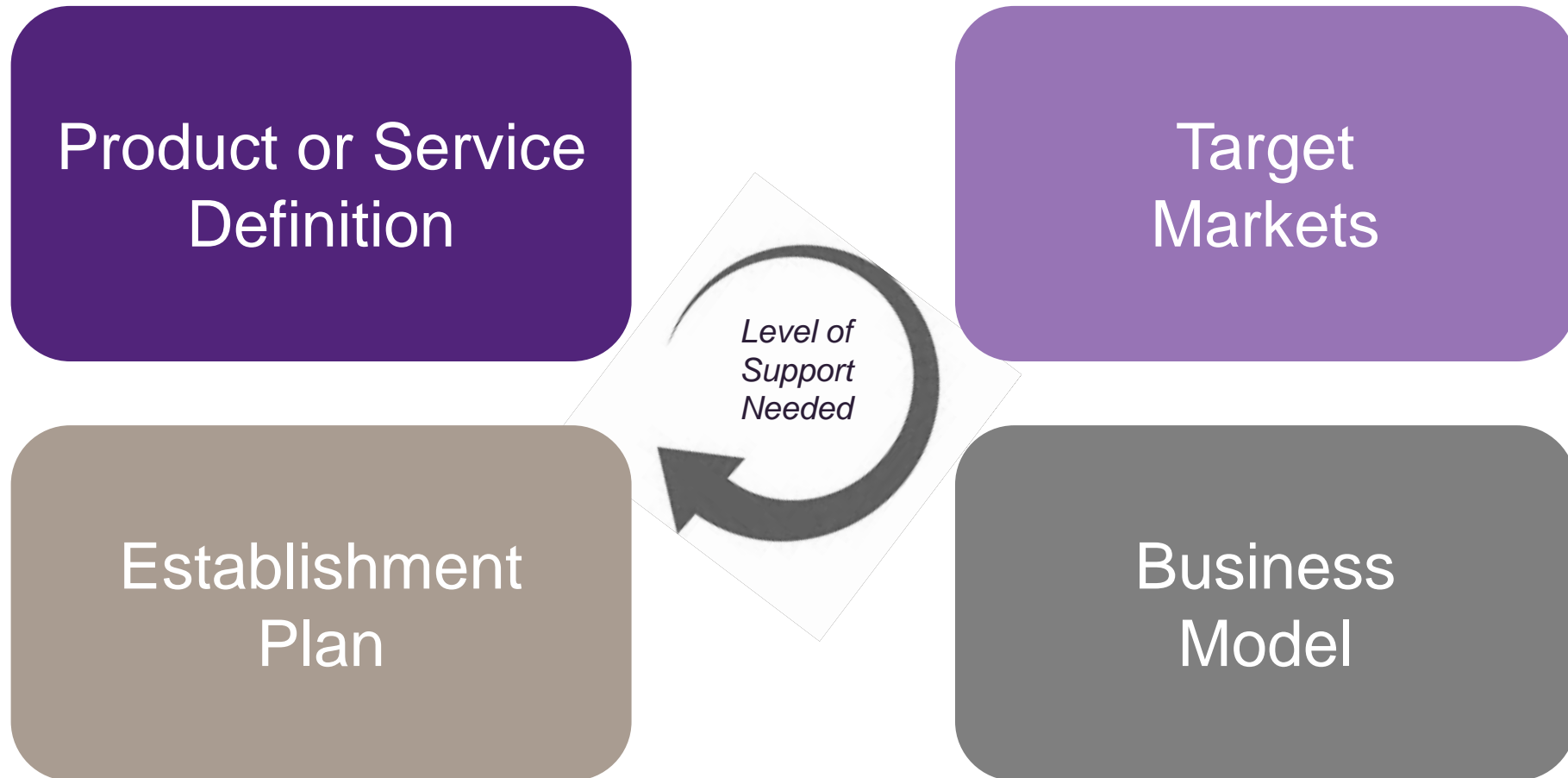
DEFINED
BUSINESS CASE

High Commercial
Acumen

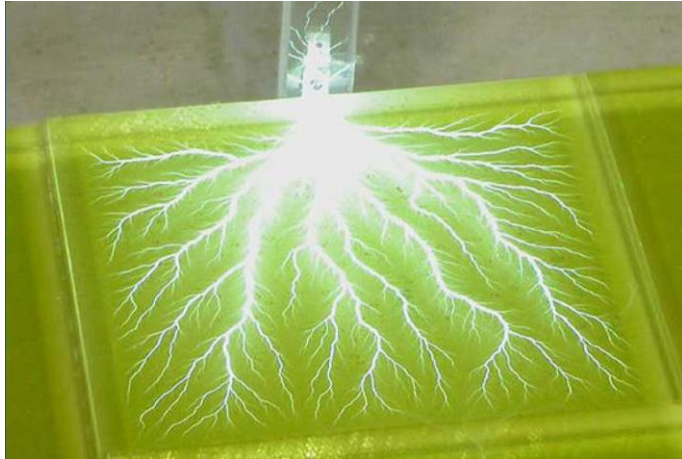
See Potential

See Risk

Commercial Readiness



Case Studies



New R&D Funding Approach



Business Models & Motivation



Product Development



When does 'research' move to service?



Driving Systemic Change

Breakthrough

Builds on prior learnings

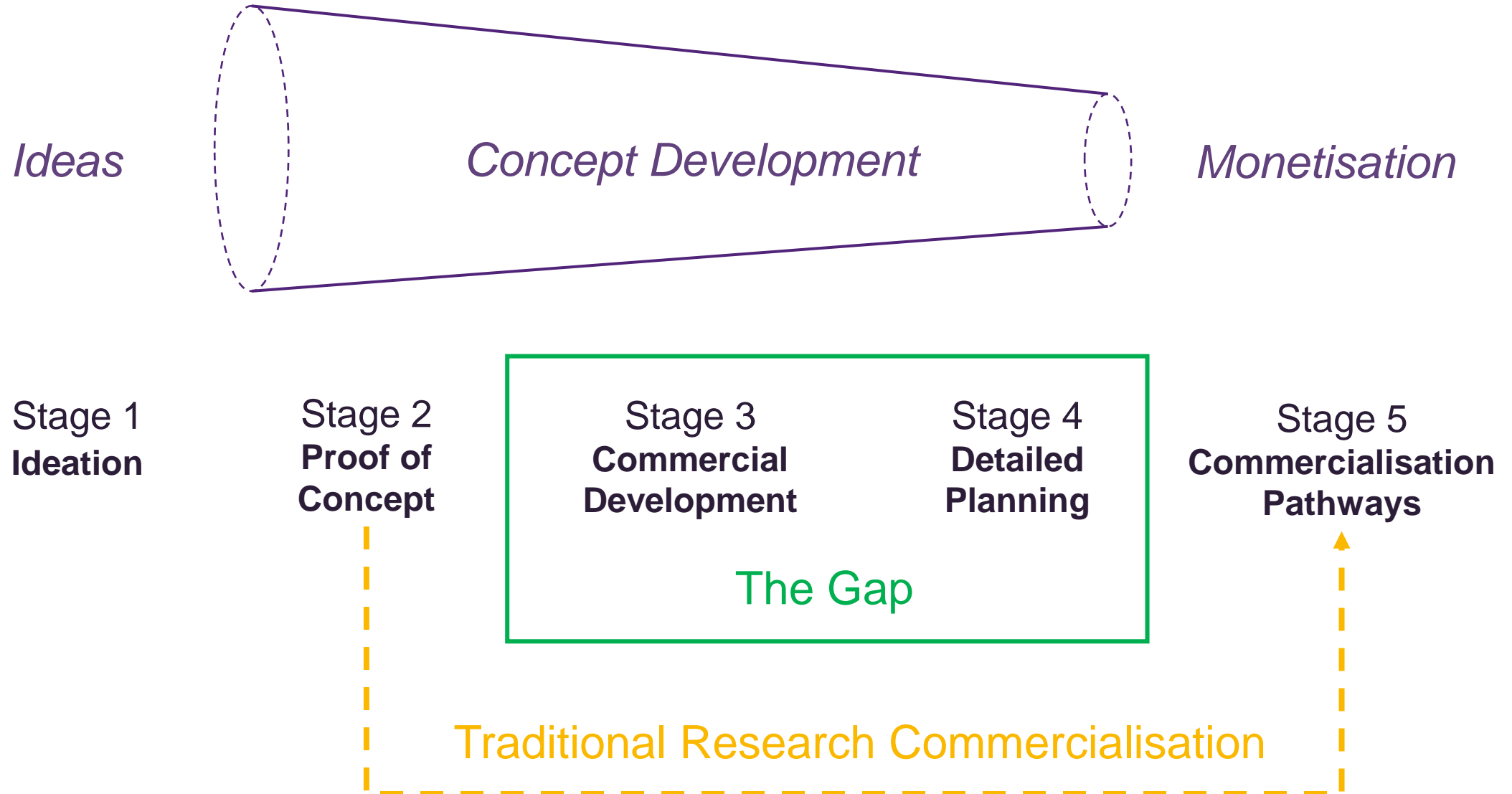
Competitive capital cost

Collaboration – Industry,
Research and Government



Professor Robin Batterham

Completing the Commercialisation Pipeline



Completing the Commercialisation Pipeline

Ideas + *Research* & *Development* = *Monetisation*

How can you
help fill the Gap?

Extra Slides University Transformation

How can Industry Partners support the Trailblazer Objectives?

Commercial Readiness Assessment*

Category	Criteria
Product/Service Definition	Problem or opportunity being addressed
	Product or service being offered
	Value Proposition
	Intellectual Property
Target Market/s	Market Overview
	Target Clients
Commercial Structure	Business Model
	Financial Model
	Regulatory Requirements
Establishment Plan	Target Investors
	Founding Team
	Business Plan

- Early feedback on industry problems that are seeking new solutions
- Validation of value proposition

- Definition of target market segments
- Who is the real customer?

- Explore business model options
- How would industry prefer to engage?
- Who is responsible for compliance?

- Potential early investors

*Note: Technology Readiness is taken as a given

Commercialisation Ecosystem – Players, Roles & Drivers

