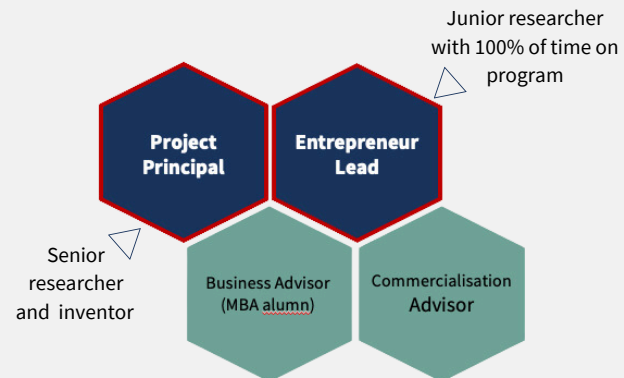


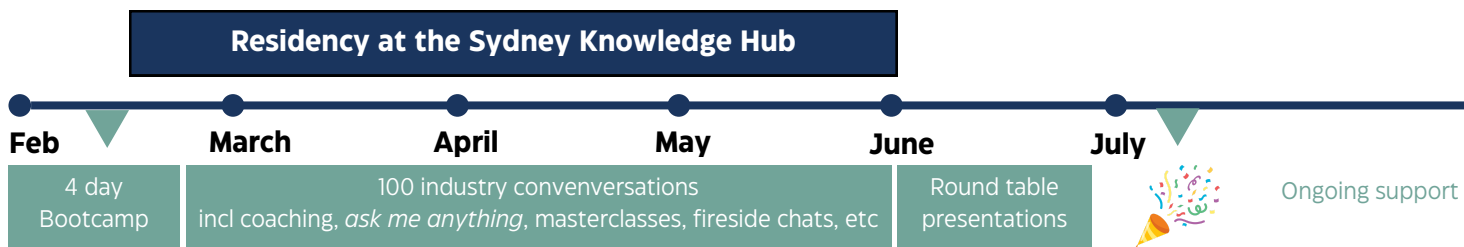


## THE TEAM



In July 2024, the first pilot of the Partner Engagement for Research Impact (PERIscope) Commercialisation Award concluded. This market discovery funding scheme and program gave researchers the training, time, and community to validate the market potential of their inventions, amplify industry connections.

The objective of this program is to accelerate the commercialisation of promising research projects at the University of SYdney.



- **13 teams**
- **14 weeks**
- **1117 industry conversations**
- **On average >70% off site**
- **All teams pivoted during the program**
- **So far (Aug 24)**
  - **5 new startups**
  - **1 license**

### Team spotlight | Spequatrace

Prof Alex McBratney and his student Daniel Irving's project identifies the provenance, environmental impact, and product quality of agricultural products, reducing the opportunity for supply chain fraud.

After 109 conversations, they identified a clear value proposition and target markets. They have created a new venture, Spequatrace, to commercialise this technology.



*The PERIscope award program has been instrumental in helping us to identify opportunities in high-value markets such as wine, cotton and niche markets, such as lemon myrtle.*

**Prof Alex McBratney, Project Principle**

# The Participants

13 associate professors and professors, with 13 nominated researchers from their team, participated in the PERIscope Commercialisation Award program. Schools represented:

**Chemistry | Medical Science | Sydney Medical School | Life and Environmental Sciences | Chemical & Biomolecular Engineering | Health Sciences | Aerospace, Mechanical, and Mechatronic Engineering**

By exploring the product-market fit of their solution, teams pivoted their technology, their target market, and their value propositions to meet the real needs of customers and other key stakeholders in the value chain.

# 100%

of participants agree that their participation in the program resulted a technology, market, or customer pivot.

Participation in the program enhanced the personal confidence, career options, and leadership skills of the Entrepreneur Leads. Working everyday at the Sydney Knowledge Hub with fellow Entrepreneur Leads lead to comradery and ongoing support.

# 95%

of participants agree that they enjoyed participating in the program



*My conversation with (a Sydney Knowledge Hub member) saved me two years on my commercialisation journey.*

**Edward Yang, Entrepreneur Lead**



*My network is much larger than before and completely different.*

**Yuan Fang, Entrepreneur Lead**

## Team spotlight | D3PA

Assoc Prof Agi Kourmatis and Athiya Azeem were focused on commercialising technology that provides realtime feedback and high image resolution of the passage of powders and fluids through membranes.



Initially, they were targeting pharmaceutical companies developing respiratory disease therapeutics. Through Athiya's nearly 100 interviews, 72% off-site and in-person, they found a receptive, much larger and less regulated market: cosmetics and topical pharmaceuticals.

Athiya will now lead the commercialisation of D3PA technology in their newly formed venture, ASK Scientia primarily through licensing partnerships.



## RESIDENCY

Activity in the program was based at the Sydney Knowledge Hub, where the Entrepreneur Leads had residency.

The in-space opportunities, such as the Expert Ask Me Anything, masterclasses, and coaching sessions helped bond the cohort and assisted with immersion.

# 83%

*Making connections with Sydney Knowledge Hub Community and Members was **extremely effective***

# The Network

Connecting researchers with those outside of the University, off of campus, was a critical design element of the program. The program required Entrepreneur Leads to target at least 100 industry conversations, off-campus and in-person.

## Program Partners

The Sydney Knowledge Hub engaged over 100 people to execute the program. Delivery partners included the Business School, Commercialisation Office, and the Advancement Portfolio. Other partners included investors such as Stoic VC, Investible, Main Sequence Ventures, Mimetic, Artesian, Tenmile, Uniseed, Proto Axiom. The program also engaged Cicada Innovations, MTP Connect, Sydney Local Health District, and Cruxes Innovation.

## GETTING OFF CAMPUS

Many conversations occurred off-site. Our site visit to Rode Microphones raised the Entrepreneur Leads' awareness of what is possible in Australia. The tour at the manufacturing site reinforced the importance of a culture of professionalism, quality fabrication, equipment and processes to deliver best outcomes to customers.



A \$10,000 travel fund for each team enabled the Entrepreneur Leads to interview stakeholders and customers off-site locally and internationally.



*I realised at conferences that I can gain a lot of information and insights from just 15min conversations with many people.*

**Athiya Azeem, Entrepreneur Lead**

For health-focused projects, the program offered many participants their first opportunity to interact with patients and beneficiaries of their research. This experience had a profound impact on the Entrepreneur Leads' real-world understanding.



*I thought that survivorship was the most important priority in most patients (but learned) quality of life was the key and will influence the broad adoption of our future drug development.*

**George Joun, Entrepreneur Lead**



## COACHING

The program facilitated access industry experts. Masterclasses, coaching sessions, and expert "Ask me Anythings" created an environment for Entrepreneur Leads to hear from alternate perspectives, grow and practice their new commercialisation skills.

*Magic happens at the interface between technology and commercial innovation, and it was so energising to work with these aspiring entrepreneurs and technical experts in the dynamic environment that the PERIScope program establishes.*

**Matthew Lipscombe, Chief Market Officer, Nanosonics**