

COMMERCIALISING AI

In an ever-evolving and increasingly complex interdisciplinary field, what are the specific considerations for commercialising AI-based innovations?



1. WHAT ARE THE OPTIONS?

This webinar will examine common vehicles for commercialising AI and the circumstances that best suit each approach. We'll also explore common commercialisation considerations, unique to AI, enabling participants to confidently identify approaches that might work best for their own innovation.



2. REGULATION + RISK

Explore IP strategy for AI innovation by understanding the regulatory frameworks at play in Australia, New Zealand and globally. Understand what teams should be considering on their development pathway, including risk, governance, ownership...and what to consider if it all goes wrong.



3. ETHICS FOR AI COMMERCIALISATION

Learn how those innovating in the digital technology sector can weave ethical considerations for AI into the commercialisation journey from up front. Topics such as data amplification, algorithmic bias, cyber security and data integrity, privacy and inclusiveness will all be covered along with exemplar case studies.



4. BUILDING THE RIGHT TEAM

Commercialisation of AI calls for a diverse range of skills, there's a lot to think about when you are building your team. This webinar takes a deeper dive into the skillsets needed to drive AI commercialisation (including technical, commercial, legal and market expertise), how to identify the right time to introduce them and where to find the right talent.



5. FIRESIDE CHAT

Join Campus Plus and other AI commercialisation practitioners to discuss how funding an AI venture may differ from other commercialisation ventures. Benefit from their insight and lessons learned, and consider how you might apply them to your own commercialisation journey. Ask your question ahead of the live session, and it might be answered live!

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LET'S WORK TOGETHER IN 2025

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COMMERCIALISING AI

The future is now

This webinar series explores the fundamentals of AI commercialisation, from suitable approaches to IP and commercialisation, to understanding regulatory considerations in Australia, New Zealand, and globally. We'll look at ethical considerations such as data amplification, algorithmic bias, and privacy, and examine key risk elements and associated mitigation strategies. Participants will gain insights into building the right team to drive AI projects forward in a commercialisation context and hear from industry practitioners on securing funding.

Who's this series for? Suitable for many research disciplines and academic stages:

Computer Science | Mathematics and Statistics | **Engineering** | Data Science | **Cognitive Science and Psychology Ethics and Philosophy** | Linguistics | **Neuroscience** | Economics | **Social Sciences** | Legal Studies | **Health Sciences** | Robotics | **Human-Computer Interaction (HCI)** | Bioinformatics | **Computational Neuroscience** | Distributed Systems | **Quantum Computing** | Cybersecurity | **Environmental Science** | Behavioral Economics | **Cultural Studies** | Educational Technology | **Geographic Information Systems (GIS)** | Legal Informatics | **Supply Chain Management**

Bonus content

Keen subscribers looking to amplify their commercialisation knowledge will get access to a bonus 10 hours of additional content from our previous 2024 Energy series. Topics: Commercialisation partner selection in research translation; Leading collaborations; Creating maximum impact from collaboration; Navigating commercialisation challenges through the TRL-CRL journey; Approaches to managing IP from idea to market; Managing complex partnerships from Idea to Market; From investment to impact - measuring ROI; Cyber security for everyone; Promoting your success - telling your story with impact; Practical co-design for everyone - the secrets to success.

Want more?

Consider the following Specialist Series in 2025:



Commercialisation of Defence Research

The Defence sector has long been a sponsor, source and consumer of global innovation. This series explores the commercialisation potential Defence offers as a multi-disciplined, multi-service market sector. Our Specialist Series on Defence enables a range of interdisciplinary practitioners to explore commercialisation through a Defence lens.

With challenging and evolving domestic and international strategic and political landscapes, what is best the pathway for commercialising Defence-relevant research?



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