



# BASE SERIES 2025

## COMMERCIALISATION 101

Q1 + Q2

Q3 + Q4

Commercialisation 101 will focus on helping researchers identify whether they have an idea with an IP position and how to take the first steps to explore viability for commercialisation. This part of the BASE series assumes no commercialisation experience or knowledge, and participants can also access our full back catalogue to explore other commercialisation topics from previous years.

**Digital Badges and Micro-credential**  
Attendance at live webinars will count towards digital badges to encourage and celebrate professional development commitment.

**COMMERCIALISATION 101: Ideal For**  
Early career researchers, PhD students or anyone starting their commercialisation journey who is looking for a guide to getting started.

Does my research have commercial potential?	Identifying the IP in your research	What problem does your research solve?	Working with your Institution
To kick-off the year we'll be looking at how to gauge whether your research could have a commercial outcome, the benefits of commercialising and how to increase the commercial potential of your research.	To be able to protect IP, you first need to be able to identify and define it. We'll guide you through concepts such as expression versus idea, creativity and differentiation, and novelty needed for protection.	Your research could lead to a new technology or intervention, but can you identify who the users and beneficiaries would be? What problem does it solve, what advantage would it offer, what impact could be achieved?	You are not alone! Whilst no two institutions are the same, there will be sources of support and processes for research commercialisation to help you through this journey, as well as wider entrepreneurial support.
Evaluating commercial viability	Commercialisation options	I'm ready to commercialise - what's next?	Fireside chat - commercialisation case studies
We'll look at the importance of an early evaluation of viability before additional time and resources are committed, and how this can help inform IP protection and planning to keep your project on track.	This webinar will give you an overview of the different ways that an invention or intervention can be commercialised. We'll also look at the different types of roles the lead researcher and team can play.	If this series has whet your appetite, or your invention is continuing to progress, this next webinar will give you an overview of the next steps in the process. We'll go into these in detail in the Advanced Series.	Join us in close conversation with researcher founders who have walked this path. What were the secrets of their success, what went wrong and what would they do differently if they had their time again!

20+ hours of archived content

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Basic principles of IP and commercialisation

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Introduction to IP + working with your TTO

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How to commercialise deep tech

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How to increase the impact from your HASS research

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Understanding your value proposition

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Understanding market fit

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How to write a business case

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How to negotiate mutually beneficial deals

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Funding my spin-out, is investment the only option?

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How to raise capital for your spin-out

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How to increase the commercial potential of your research

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Piggybacking on existing IP

Play

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How to correctly define the TRL of your invention

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Identifying customers, audiences and stakeholders

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A marketing approach to research commercialisation

Play

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How to carry out a competitor analysis

Play

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How to increase the commercial potential of your research

Play

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Understanding contracts

Play

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Pitch Perfect: how to write a stellar pitch deck

Play

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The investor perspective, what are their expectations?



BASE Advanced narrows the commercialisation focus to specific skills or knowledge that will support a researcher already actively engaging in commercialisation. With a strong emphasis on rounding out their commercialisation knowledge with detail, the webinars will provide multiple case study examples for researchers to augment their own experience.

**Digital Badges and Micro-credential**  
Continuing the learning journey from the 101 Series, attendance at the live Advanced webinars will continue to count towards digital badges.

**ADVANCED COMMERCIALISATION: Ideal For**  
Researchers—regardless of career stage—who are already on their commercialisation journey and want the skills and understanding to confidently engage in the process.

Licensing considerations	How to size a potential market	Building a spin-out brand	Influencing + stakeholder engagement
How do you decide which commercialisation pathway is most appropriate? Not everything has to be a spin-out and does licensing provide appropriate returns? We'll do a deep dive on your options.	In this webinar we'll give you the low-down on financial modelling, from sizing a potential market - and what are TAM, SAM and SOM? - to working out your costs and pulling together your sales projections.	Your spin-out brand is more than just the name - but you need to make sure you get this right as well! We'll give you the basics of brand building, what IS a brand, when you should start thinking about a brand, and how.	In this webinar we'll investigate the types of stakeholders that you'll need on your side, potential objections and how to overcome them and the skills and art of influencing and negotiation.
How institutions can support commercialisation	Equity 101	Building and scaling a team	Capital planning
How might a university choose to support a research spin-out? Examining case studies and examples globally, this webinar will give researchers and commercialisation professionals alike a new perspective.	This webinar will give you the 101 of how equity works in a spin-out, from the split between founders and institution to understanding a 'cap table', dilution and having 'skin in the game'.	How and who do you choose to be in your spin-out team? In this webinar we'll look at skill diversity and getting the mix right, identifying needs and staying ahead of the curve as you grow and evolve.	Where, when, how much and how often? This webinar will look at building the right capital strategy: from identifying appropriate sources of capital to ensuring adequate runway and reaching profitability.



# BASE SERIES 2025


## 'INTRODUCTIONS'

BASE 'Introductions' presents challenges and opportunities for research commercialisation and impact in key sectors. To tackle challenges in these areas often requires a multidisciplinary approach and close collaboration and understanding of the problems faced by a number of stakeholders. 'Introductions' webinars will run throughout the year across our BASE series. For those researchers wanting a deeper dive, a subsequent specialist series is then available.

**Digital Badges**  
Attendance at the live Introductions webinars will count towards digital badges.


**BASE 'INTRODUCTIONS': Ideal For**  
Early career researchers, PhD students and multiple research disciplines - anyone who wants to help tackle some of the big challenges of our age.

Q1 'INTRODUCTIONS': DEFENCE




Defence is a sponsor, source and consumer of global innovation. This webinar will provide an overview of the Defence landscape in AU and NZ and the opportunities for researchers from both STEM and HASS disciplines.

Q1 'INTRODUCTIONS': INDIGENOUS KNOWLEDGE




What is indigenous knowledge? What are indigenous ways of knowing and how to identify them? Why is protecting indigenous knowledge important? This webinar will examine perspectives of control, protection and recognition.

Q2 'INTRODUCTIONS': COMMERCIALISING HASS




This webinar will explore why you might want to commercialise your ideas and how your purpose should shape the commercialisation approach you take. We'll look at options, translation challenges and key steps to realisation.

Q2 'INTRODUCTIONS': CIRCULAR ECONOMY




This webinar will explore energy, plastics, agriculture, manufacturing and mineral resources in the circular economy and opportunities for commercialisation to eliminate, circulate and regenerate.

Q3 'INTRODUCTIONS': CRITICAL MINERALS



This webinar will explore the major issues that the resources and critical minerals sector is currently facing, and the opportunities for research commercialisation that this presents.

Q3 'INTRODUCTION': AI COMMERCIALISATION



This webinar will introduce various facets and considerations of commercialising AI, from IP protection to ethics. Through case studies we will explore what AI commercialisation looks like when done well.