

# INNO•ATIVITY

SUCCESS THROUGH  
COMMERCIALISED INNOVATION



#### 4 DAY PROGRAM AT A GLANCE:

- Innovation pre-assessment of your business
- The Innovation Imperative
- Pre-empting the market
- Maximising intangible assets
- Go-to-market R&D
- Business planning and Strategy
- Resourcing
- Maximising innovation value and sustainability
- Innovation post-assessment and review of your business

#### LOCATION:

- **The Sebel Albert Park**  
65 Queens Rd  
Melbourne VIC 3004

#### COST:

- **\$9700 RRP**
- **\$970 (ONLY for AMCRC participants)**

#### DATES:

- 2nd June 2011
- 9th June 2011
- 16th June 2011
- 23rd June 2011



Established by the  
Advanced Manufacturing CRC

## What is the cost of not innovating?

**What happens when you don't innovate but your competition does?**

## How much ground will your competitors gain?

**Consider the cost of AT&T missing the cell phone and Kodak missing the digital camera?**

History is littered with examples of organisations that have paid a high price for not innovating.

Innovation is not a talent, it's a skill that can be learnt. Successful innovation will open new frontiers for your business and put you way ahead of the competition.

The AMCRC has pooled their unique expertise to help SMEs implement a more fruitful innovation process. Our team of experts have a proven track record of development and profitable commercialisation of IP.

### This program will enable your organisation to:

- Build profitable new businesses.
- Foster clever ideas with commercial potential.
- Align IP efforts with your strategy.
- More tightly focus your R&D budget.
- Nurture innovative high performing teams.
- Discover profitable business models.

- Know how and when to protect IP.
- Learn how to exploit your IP through licensing.
- Exploit your technological potential.
- Inexpensively source talented expertise.
- Attain access to exclusive networks.
- Gain an unfair advantage over your competition.
- Discover fresh perspectives on old problems.
- Plan for and execute exit strategies.

Call us now  
to book a  
no obligation  
**free**  
consultation

# INNOVATIVITY

*“Never before in history has innovation offered promise of so much to so many in so short a time.”*

*Bill Gates (Founder – Microsoft)*

## CONTACT US:

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*“Innovation distinguishes between a leader and a follower.”*

*Steve Jobs (Founder – Apple)*



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Advanced Manufacturing CRC



Established and supported  
under the Australian  
Government's Cooperative  
Research Centres Programme

## Who will benefit from this Program?

This program is for Australian and Global Manufacturing SMEs and tailored for teams of professionals ranging from Engineers to CEOs.

The Innovativity program will equip your organisation with inside information and specialist skills previously unavailable to all but the largest companies.

## Highly Respected and Influential Presenters

### RICHARD CARO

- 20 years of experience at the intersection of technology and business – as a startup CEO; startup CTO; occasional angel investor; and advisor to new business ventures.
- Specialises in creating new products, raising capital, market analysis (particularly for novel product concepts attacking “white spaces”), growth strategies, mergers and acquisitions.

### ALEX MARITZ

- International executive management background.
- Held positions of Sales and Marketing Director, COO and Managing Director for multinationals such as Sony Playstation, GlaxoSmithKline, Boots Pharmaceuticals and Famous Brands.

### RICHARD PAYNTING

- One of the world's most experienced and creative New Product Development practitioners.
- Managed new product development groups internationally for over 30 years with direct operating and senior management experience in the US, Europe, and Asia.

### JOHN KAPELERIS

- Successful in developing 16 new medical products that gained international market acceptance.
- Held positions of VP, Deputy CEO and various Managerial roles.
- Expert in innovation and commercialisation strategies. Co-author of “Innovation and Entrepreneurship in Biotechnology, An International Perspective.”

### JOHN STONIER

- Renowned expert in areas which include the development, negotiation and management of intellectual property and technology agreements.
- Chairman or member of a number of Federal government committees, including the ALRC Advisory Committee and IP Rights, the IP and Competition Review and the Industrial Property Advisory Committee.
- Former President of the Licensing Executives Society (LES) International and LES Australia.

### MARCUS TARRANT

- Has been assisting clients realise the value from innovation for 17 years.
- Held senior roles with leading consulting firms including: Deloitte Consulting, Lloyd Morgan Consulting, and Offspring Ventures/ipernica Ltd.

### CHRIS SOTIROPOLOUS

- International executive management and legal background.
- Has completed over USD\$300M worth of biotechnology and pharmaceutical licensing deals.
- Experience in market commercial assessment and deal negotiation along with extensive global networks in healthcare and information technology with both technology owners, financiers and distribution channel providers.

