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Commercialising Inventions

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Waterfall of Delivered Innovation

Look around you

PCT Record in 2008

Compelling logic

Rate is speeding up

Who is the winner??



Commercialisation

Broaden The Definition

Manufacturability at Scale

**Innovation in Technology
Transfer Processes**



What drives success?

- ✓ **People**
- ✓ **Technology**
- ✓ **Market adoption**
- ✓ **Business model**
- ✓ **Luck – including timing, serendipitous events (regulation, PR, “crises”)**



Examples of Success

Aeroguard

HiSmelt

Polymer Banknote

Contact Lens

Relenza



Lessons and Points of Failure

- ❖ **Tipping points**
- ❖ **Funding for proof of concept work**
- ❖ **Broader governance structures**



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Thank you

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