The Cycle of Innovation

Ridley Australian Prawn Farmers Association Symposium 2018

14th August 2018
What is the Cycle of Innovation?
Stage 1: Development of preliminary idea

Why spend money on an idea if you’re not sure if:

(a) there’s a commercial market?
(b) somebody has already invented it?

Before spending significant money to move on from this stage, consider conducting a ‘state of the art’ search. (which is similar to a google search, but more likely to identify similar technology).
Stage 2: Commitment to spend money

Stage 2 of the Cycle of Innovation considers:

› Preparing an IRR or ROI
› Preparation of a project budget
› Investigation of potential grants or collaborations
› Consideration of legal agreements with employees, suppliers, collaborators, etc
Stage 3: Conduct the R&D activities

Stage 3 might seem straightforward, but is often where innovation can become derailed. It’s important to consider:

› Establishing a project management plan and budget
› Regular review of both management plan and budget
› What grant funds are available and how can you position the business to maximise eligibility to various grants / collaboration programs and enhance funding potential
› Freedom to operate searches
Stage 4: Register/protect results

Your R&D program has progressed, and you’ve developed a new technology/product/process/service. You need to consider:

› Strategies for protection
› How will you protect your innovation?
› How will you identify potential infringement?
Stage 5: Investigate commercial opportunities

- Some investigations regarding commercialisation were conducted as part of Stages 1 and 2, however Stage 5 focuses on crystallising these opportunities, including investigating the potential for commercialisation grants and export grants.
- Consider licensing arrangements or financing options as a means to commercialise the results of your R&D activities, if you are unable to fund the full commercialisation of the idea.
- Consider obtaining a valuation of your IP.
Stage 6: Defend IP/maintain value

Stage 6 of the Cycle of Innovation centres on developing a strategy to ensure nobody else benefits from your investment in innovation. This might include:

› Implementing a search strategy to identify competitors or infringers
› Developing a plan to review potential non-core applications of your technology
› Considering injunctions/infringement notices in the event of actual or perceived infringement
Stage 7: Further commercialisation/exploitation

At this stage of the Cycle of Innovation, the R&D activities are complete and obvious commercialisation opportunities identified – it’s time to look at ‘add on’ opportunities.

For example, applying for an award for an OH&S related innovation could lead to publicity and awareness of your product, increasing its value.

Just because you’ve finished the R&D stage doesn’t mean you can take your foot off the pedal if you’re looking to maximise the return on your investment in innovation.
Take a planned approach

Taking a planned approach to each stage of the Cycle of Innovation will put your business in the best position to maximise outcomes from your investment in innovation.
Questions?
Thank you