

INTRODUCING PLATFORM PLUS

Platform Plus is home to Campus Plus's hub for professional development, tailored to commercially curious researchers. It provides rich data insights for Commercialisation Offices, helping them identify talent at scale and drive successful commercialisation outcomes.

Platform Plus provides a wide range of professional development content, enabling commercially curious researchers to grow their commercial acumen at their own pace. Platform Plus has current season's webinars and our extensive back catalogue all in one spot, accessible at your convenience.

PLATFORM PLUS FOR COMMERCIALISATION

Evidence-based talent identification at scale

Platform Plus enables commercialisation professionals to provide targeted support for an individual researcher's commercialisation journey, through deep insights into researcher engagement with Platform+ content. These insights can empower targeted resourcing and engagement decision-making, along with the identification of potential new innovations for your commercialisation pipeline.

VALUE-ADDED INSIGHTS

Engagement tools to see beyond the numbers

CURIOSITY INDEX Our Curiosity Index is an algorithmic measure of a researcher's level of engagement with Platform Plus. See your most commercially curious researchers at a glance on your dashboard...and make a connection!

PLATFORM PLUS FOR RESEARCHERS

Personalised commercialisation professional development

Platform Plus helps researchers build their commercial confidence and underpins their commercialisation journey. Whether or not a researcher is on a commercialisation pathway, access to our professional development content and range of expert presenters will open new pathways and thinking for research impact. Researchers can access live and back catalogue content at their fingertips, putting their professional development journey into their own hands.

www.campusplus.com.au

INTRODUCING RESEARCHER PERSONAS

Platform Plus is home to Campus Plus's Researcher Persona functionality - providing you insights for improved engagement with innovative researchers to support commercialisation.

ONE SIZE DOES NOT FIT ALL. Why? In our experience, a one size fits all approach is limited. Platform Plus will provide you with insights into the motivations for commercialisation, enabling you to effectively target resources and communicate your support with meaning.

The insights you will be able to access about your researchers through Platform Plus will enable deeper and richer engagement on commercialisation with a 'commercially curious' researcher. Researcher Personas enables commercialisation professionals to identify who they are working with and adapt their resources and communication approach accordingly.

PLATFORM PLUS ENABLES TALENT IDENTIFICATION AT SCALE

Now, small teams of commercialisation professionals can find the 'commercially curious' researchers in their institutions, whether this cohort is 500 or 5,000. From the Platform Plus dashboard you will be able to identify and prioritise, and continue to seed your commercialisation pipeline.

A PERSONALISED, TAILORED APPROACH

No researcher is the same, the Researcher Personas functionality outlines 5 researcher personas that enables commercialisation professionals to quickly identify the type of researcher they are working with and adapt their approach, language and expectations to support effective engagement with researchers. The suite of personas support empathetic and engaging conversations and facilitate commercialisation opportunities. This is turbo-charged with direct insights into hopes and fears, motivations and hesitations from individual researchers themselves.

LET'S WORK TOGETHER IN 2025



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Campus+

INTRODUCING PLATFORM PLUS

TURBO-CHARGE YOUR COMMERCIALISATION IN 2025

- Rich commercialisation insights
- Supporting data-driven decisions
- Open to all researchers at subscribing institutions



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. For engaged participants the Commercialisation 101 Series and assessment can lead to the award of a micro-credential, emphasising their keen interest in commercialising their own research, or furthering their learning as a commercialisation professional.

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

<div>Does my research have commercial potential?</div> <div>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.</div>	<div>Identifying the IP in your research</div> <div>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.</div>	<div>What problem does your research solve?</div> <div>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?</div>	<div>Working with your Institution</div> <div>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.</div>
<div>Evaluating commercial viability</div> <div>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.</div>	<div>Commercialisation options</div> <div>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.</div>	<div>I'm ready to commercialise - what's next?</div> <div>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.</div>	<div>Fireside chat - commercialisation case studies</div> <div>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!</div>

20+ hours of archived content

Play

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Basic principles of IP and commercialisation

Play

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How to increase the commercial potential of your research

Play

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Introduction to IP + working with your TTO

Play

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Piggybacking on existing IP

Play

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How to commercialise deep tech

Play

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How to correctly define the TRL of your invention

Play

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How to increase the impact from your HASS research

Play

▲

Identifying customers, audiences and stakeholders

Play

▲

Understanding your value proposition

Play

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A marketing approach to research commercialisation

Play

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Understanding market fit

Play

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How to carry out a competitor analysis

Play

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How to write a business case

Play

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How to increase the commercial potential of your research

Play

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How to negotiate mutually beneficial deals

Play

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Understanding contracts

Play

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

Play

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Pitch Perfect: how to write a stellar pitch deck

Play

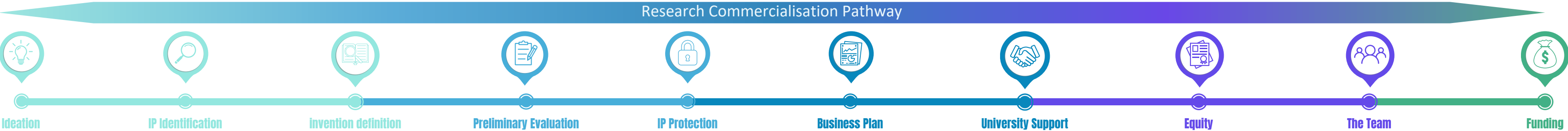
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How to raise capital for your spin-out

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The investor perspective, what are their expectations?



BASE SERIES 2025

ADVANCED COMMERCIALISATION

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. The Advanced webinars and assessment lead to the award of a micro-credential, emphasising an increasingly sophisticated knowledge of research commercialisation.

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.

<div>Licensing considerations</div> <div>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.</div>	<div>How to size a potential market</div> <div>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.</div>	<div>Building a spin-out brand</div> <div>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.</div>	<div>Influencing + stakeholder engagement</div> <div>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.</div>
<div>How institutions can support commercialisation</div> <div>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.</div>	<div>Equity 101</div> <div>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'.</div>	<div>Building and scaling a team</div> <div>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.</div>	<div>Capital planning</div> <div>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.</div>



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.

