


COMMERCIALISING HEALTH + LIFE SCIENCE RESEARCH


Take a journey through developing responsive, market driven Health and MedTech ideas for commercialisation. Refreshed for 2025, this popular series is ideal for researchers wanting to amplify their health or life sciences ideas.

1. GETTING STARTED: ideas & discovery




Discuss various sources to help generate ideas and identify user needs, including literature reviews, patent screening, device reviews, user needs analysis and even complaint reviews. Gain an understanding of sources to investigate whether an idea is in use, or to generate ideas for research that could potentially meet a new opportunity.

2. UNDERSTANDING YOUR MARKET




Investigate the tenet of 'unmet medical need' as a concept for incentivising and driving the development of new health technologies. Examine other methods of assessing innovation potential such as an awareness of what others are potentially doing in the same space through competitor analysis, and other market analysis tools.

3. FINDING FUNDING




Take a broad look at the various sources of funding available to further develop new drugs, medical devices or health technologies, ranging from competitive grants to various forms of outside investment.

4. THE REGULATORS



Explore the work of drug and medical device regulators from trials to post-marketing surveillance, both in our local markets of Australia and New Zealand, and globally. This webinar will examine the importance of understanding regulatory requirements early in the development program to facilitate more robust preparation.

5. FIRESIDE CHAT



Join Campus Plus in conversation with innovators who have walked the HealthTech commercialisation journey. Learn from their hard won insights and experiences. Ask your question ahead of the live session, and it might be answered live!

www.campusplus.com.au

LET'S WORK TOGETHER IN 2025



Contact: Tracey McClurg | AU Business Development Director
tracey.mcclurg@campusplus.com.au | +61 403 152 412

The 2025 Life Science and Health Research specialist series aligns with commercialisation pathways in both drug and MedTech device development. With five new live webinars and over 17 hours of in-depth content within Platform+, this specialist series will guide your researchers on their commercialisation journey from ideation to realisation.

1 10 hours of content in Platform+ covering new drug development pathway

2 5 live webinars on topics for drug and medical device development

3 8 hours of content in Platform+ covering MedTech development

1

▶ Play

When does science stop and drug development start?

▶ Play

IP and data integrity - getting it right from the start

▶ Play

Can drug development commence on campus?

▶ Play

Why commercialise? Benefits, impact, and research dollars

▶ Play

What does a new drug commercialisation pathway entail?

▶ Play

Clinical Trial Considerations

▶ Play

Successful Biotech Drug Development

▶ Play

How and when to engage with industry – setting up for success

▶ Play

How do SMEs and MNCs approach transactions?

▶ Play

How does pharma approach transactions

New drug development pathway



2

▶ LIVE

1. Getting Started

▶ LIVE

2. Understanding your market

▶ LIVE

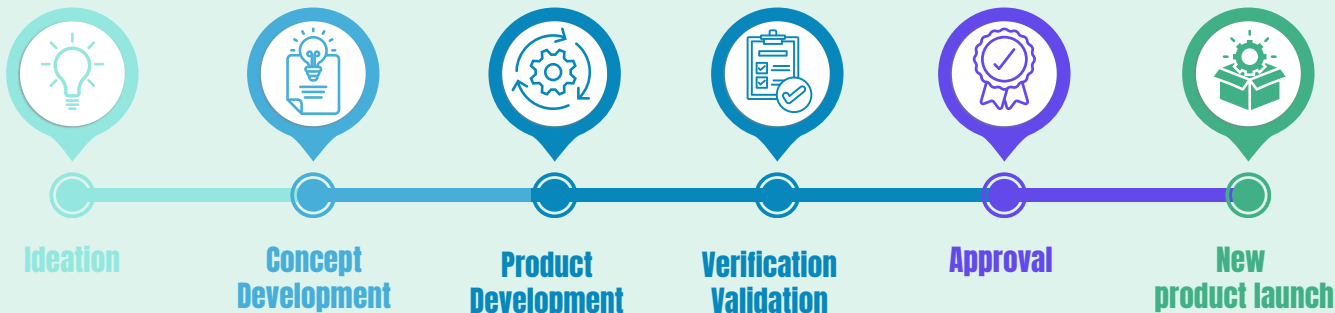
3. Finding funding

▶ LIVE

4. The Regulators

▶ LIVE

5. Fireside chat



MedTech development pathway

▶ Play

IP and data integrity - getting it right from the start

▶ Play

Health apps and big data - commercial opportunities

▶ Play

Can you develop a minimum viable MedTech product on campus?

▶ Play

MedTech devices: from design to delivery

▶ Play

Commercialising HealthTech and healthcare related product

▶ Play

How to commercialise MedTech

▶ Play

Digital health regulation

▶ Play


Fireside chat with Ben Wright

3

COMMERCIALISING AGTECH


Practitioners from a range of disciplines will benefit from this exploration of AgTech commercialisation. Despite complexity, there are rich opportunities and engaged markets hungry for AgTech innovation. How can researchers create impact from their AgTech ideas?

1. THE AGTECH ECOSYSTEM




Gain a clearer understanding of the complex agricultural ecosystems in Australia and New Zealand which include growers and grower groups, emerging agricultural industries, R&D corporations and institutes, the wider AgTech innovation ecosystem and various levels of government with their own priorities for investment.

2. A MULTI-DISCIPLINARY APPROACH




Explore the need for a multidisciplinary approach to find solutions to challenges impacting the agriculture sector. From early engagement with problem owners for validation to gaining insights from potential end users, participants will gain practical resources to support their engagement.

3. ENGAGEMENT




Discuss the necessity of engaging early with problem owners to validate AgTech innovations and gain insights from potential end users. Participants will gain practical ideas to assist with engagement, and an appreciation of how consumer behaviour can impact agricultural production and be a driver for innovation and change.

4. THE ADOPTION CHALLENGE



One of the greatest barriers to AgTech innovation is farmer adoption. Gain an understanding of some of the key drivers of this barrier in the Australian and New Zealand markets. Participants will explore key issues that need to be addressed including return on investment, cost and data sharing.

5. FIRESIDE CHAT



Join Campus Plus in conversation with innovators who have walked the AgTech commercialisation journey. Learn from their hard won insights and experiences. Ask your question ahead of the live session, and it might be answered live!

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COMMERCIALISING AGTECH

Created due to popular demand!

Our AgTech specialist series enables a range of interdisciplinary practitioners to explore commercialisation through an AgTech lens.

Despite a complex ecosystem on both sides of the Tasman, there are rich opportunities and engaged markets hungry for AgTech innovation, so how can researchers effectively amplify the impact from their ideas? Hear from a range of experienced AgTech practitioners exploring how to create impactful AgTech outcomes through best-practice engagement.

Who's this series for? Suitable for many research disciplines and academic stage

Agronomy | Crop Science | **Soil Science** | Plant Biology and Biotechnology | **Precision Agriculture** | Data Science
AI and Machine Learning | Robotics and Automation | **Environmental Science and Sustainability** | Water
Resources Engineering | **Agricultural Economics** | Food Science and Technology | **Genomics and Bioinformatics**
Entomology and Integrated Pest Management | **Animal Science and Livestock Management** | Nutrition Science
Renewable Energy and Bioenergy | Climate Science and Agrometeorology | **Social Sciences and Rural
Development** | Biotechnology and Synthetic Biology | **Nanotechnology** | Plant Pathology | **Systems
Engineering** | Computational Biology | **Ethics and Policy Studies** | Hydrology

Bonus content

Keen subscribers looking to amplify their commercialisation knowledge will get access to a bonus **10** hours of additional content from our previous 2024 Industry series. Topics include:

- Commercialisation partner selection in research translation
- Leading collaborations
- Creating maximum impact from collaboration
- Navigating commercialisation challenges through the TRL-CRL journey
- Approaches to managing IP from idea to market
- Managing complex partnerships from Idea to Market
- From investment to impact - measuring ROI
- Cyber security for everyone
- Promoting your success - telling your story with impact
- Practical co-design for everyone - the secrets to success

Want more?

Consider the following Specialist Series in 2025:



Commercialising Research for the Circular Economy Q3 2025

What goes around, comes around. The growth of Circular Economy-centric thinking is driving increased demand for impactful innovation from research. Our new vertical targets the three key principles of the Circular Economy: elimination, circulation and regeneration, and participants will gain a broad understanding of research innovation needs in high impact sectors including energy, plastics, agriculture, manufacturing and mineral resources. We'll examine considerations from sustainable supply chains to reuse of waste to barriers (and opportunities) for scaling from a commercialisation perspective, using case studies to bring examples to life. Insights from industry experts and experienced practitioners will guide researchers across a range of disciplines on a more effective commercialisation journey.



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COMMERCIALISATION OF DEFENCE RESEARCH

The Defence sector has long been a sponsor, source and consumer of global innovation. This series explores the commercialisation potential Defence offers as a multi-disciplined, multi-service market sector.



1. CAPABILITY DEEP DIVE

What is 'capability'? This session takes participants on a deep dive into capability using 'fundamental inputs to capability' as the entry point for a discussion across the capability lifecycle and capability domains. Using this as a reference point, research and commercialisation opportunities can be better targeted for the Defence market sector.



2. RESEARCH IMPACT TO CAPABILITY

How does research translate into capability? What are the pathways? Using case studies, we will provide insight into understanding Defence as a market and identify points of entry using the capability framework as a reference guide.



3. DEFENCE SKILLS

This session introduces the broad disciplines, skills and themes to be familiar with when engaging and working across the Defence sector. Participants will be introduced to the board role disciplines across a capability lifecycle, with themes including 'Mission Engineering', 'Capability Manager', 'Integrated Support' and the spilt between Defence and Defence Industry.



4. CAPABILITY FUTURE - RAS + AI

The accelerated adoption of robotic + autonomous systems (RAS) and artificial intelligence (AI) is occurring with Defence as a source of innovation and as a consumer. Using RAS and AI as the examples, this session looks to the challenge of adoption and keeping pace in a changing strategic environment where commercialisation is both an opportunity and a constraint.



5. FIRESIDE CHAT

The final session is a conversation with researchers who have commercialised in the Defence market. What did they learn and what advice would they give to others commencing the transition from lab to market? Ask your question ahead of the live session, and it might be answered live!

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COMMERCIALISATION OF DEFENCE RESEARCH

Commercialisation in a challenging strategic market

Our Specialist Series on Defence enables a range of interdisciplinary practitioners to explore commercialisation through a Defence lens. With challenging and evolving domestic and international strategic and political landscapes, what is the best pathway for commercialising Defence-relevant research?

Participants will be introduced to foundation considerations for commercialisation opportunities and approaches to translating research either as Defence-only or Defence-also markets. We will begin with a capability perspective of Defence as a sector and use case studies to show how a capability view informs commercialisation approaches. Participants will also get an understanding of the organisational functional skills relevant to operating in the Defence sector. We will investigate the challenges of Defence commercialisation using a current theme—RAS and AI—and then finish by hearing from those with experience in Defence commercialisation.

Who's this series for? Suitable for many research disciplines and academic stage

Mechanical Engineering | Electrical Engineering | **Aerospace Engineering** | Systems Engineering | **Computer Science** | AI and Machine Learning | **Data Science** | Software Engineering | **Nuclear Physics** | Optics and Photonics | **Mathematics** | Statistics | **Political Science** | International Relations | **Psychology** | Biotechnology | **Biomedical Science** | Chemistry | **Sociology** | Anthropology | **Economics** | Law | **History** | Geography | **Ethics**

Bonus content

Keen subscribers looking to amplify their commercialisation knowledge will get access to a bonus **10** hours of additional content from our previous 2024 Industry series. Topics include:

- Commercialisation partner selection in research translation
- Leading collaborations
- Creating maximum impact from collaboration
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- From investment to impact - measuring ROI
- Cyber security for everyone
- Promoting your success - telling your story with impact
- Practical co-design for everyone - the secrets to success

Want more?

Consider the following Specialist Series in 2025:



Commercialising AI Q4 2025

In an ever-evolving and increasingly complex interdisciplinary field, what are the specific considerations for commercialising AI-based innovations? This webinar series explores the fundamentals of AI commercialisation, from suitable approaches to IP to understanding regulatory considerations in Australia, New Zealand, and globally. We'll look at ethical considerations such as data amplification, algorithmic bias, and privacy, and examine key risk elements and associated mitigation strategies. Participants will gain insights into building the right team to drive AI projects forward in a commercialisation context and hear from industry practitioners on securing funding.




LET'S WORK TOGETHER IN 2025

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INDIGENOUS KNOWLEDGE + COMMERCIALISATION

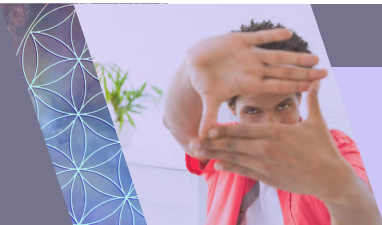
Prepare yourself to engage authentically and with confidence on indigenous knowledge for research commercialisation with our latest series, created due to popular demand.

1. WHAT IS INDIGENOUS KNOWLEDGE?




Dive deep into indigenous knowledge commercialisation, gaining an understanding of what it is and how to identify indigenous ways of knowing and doing. Work through an understanding of cultural appropriation with global commercialisation examples and discuss the disparity between traditional and Western views of property rights.

2. INDIGENOUS KNOWLEDGE FRAMEWORKS




Explore the regulatory frameworks that protect the use of indigenous knowledge in research and research commercialisation. Participants will be able to choose to attend webinars focusing on either the Australian or New Zealand context, with both versions providing a global view.

3. IDENTIFYING INDIGENOUS KNOWLEDGE




Explore “What does good commercialisation practice look like when working with indigenous knowledge.” The webinar will cover policy and commercialisation practice, getting the right advice and ethical considerations, along with case studies. Participants will be able to choose to attend webinars focusing on either the Australian or New Zealand context.

4. BEST PRACTICE ENGAGEMENT



Discover best practice approaches for engagement when commercialising with indigenous knowledge, from identifying sources of advice from within your institution and network to approaching indigenous communities and interest groups. Get practical guidance on when to get advice, identifying the right experts, authentic relationship building and more.

5. FIRESIDE CHAT



Join Campus Plus and commercialisation practitioners to discuss how various impact pathways can be created for indigenous knowledge through commercialisation. Benefit from their insight and lessons learned, and consider how you might apply to your own commercialisation activity. Ask your question ahead of the live session, and it might be answered live!

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INDIGENOUS KNOWLEDGE + COMMERCIALISATION

We've developed this specialist series due to strong demand

The desire for ethical use of indigenous knowledge in research commercialisation is growing. This series will prepare participants to understand what indigenous knowledge is, and the challenges posed by differing views on intellectual property ownership and commercialisation. We'll explore global and local regulatory frameworks protecting Indigenous knowledge in research and commercialisation and look at best practice for commercialising indigenous knowledge, emphasising early identification, ethical considerations, and examples from our local institutes. Guidance will be provided on effective ways to engage with indigenous communities through the commercialisation process, including when and how to seek advice, identify experts, and build effective research partnerships. Finally, join our host and two commercialisation practitioners as they discuss various impact pathways for indigenous knowledge, covering topics like social change, circular economy, and interdisciplinary approaches in commercialisation.

We'll be taking full advantage of our Trans-Tasman roots, enabling participants to follow an "Australian" or "New Zealand" pathway through the series. But don't worry—if you are interested in the other side of the Tasman, you'll be able to watch webinars at a time that suits through Platform+.

Who's this series for? Suitable for many research disciplines and academic stage

Anthropology | Ethnography | **Ecology** | Environmental Science | **Linguistics** | Medicine | **Public Health** | Sociology
Community Studies | Political Science | **Indigenous Governance** | Archaeology | **Education** | Geography |
Geospacial studies | Philosophy | **Epistemology** | Law | **Human Rights** | Economics | **Sustainable Development**

Bonus content

Keen subscribers looking to amplify their commercialisation knowledge will get access to a bonus 10 hours of additional content from our previous 2024 HASS series. Topics include:

- Commercialisation is not a dirty word in Social Sciences
- The AI Revolution Reexamined: Contributions from the Arts, Humanities & Social Sciences
- Beyond the Bottom Line - Upholding Ethical Standards in University-Industry Collaborations
- Funding Opportunities for Social Impact
- Crowdfunding Your Impact Project
- How to commercialise your Social Science research
- Fireside chat with Prof. Matt Sanders, founder of the Triple P Positive Parenting Program
- Fireside chat with Prof. Nick Allen, co-founder and CEO of Ksana Health Inc
- Social Enterprise for Research Impact
- Fireside chat with Kerry McCallum, Director News and Media Research Centre, UC

Want more?

Consider the following Specialist Series in 2025:

Commercialising Humanities and Social Sciences HASS Q3 2025

Join us in 2025 in close conversations with leading academics, partners and thought leaders in disseminating and creating sustainable long-term societal impact from humanities and social sciences research. Be inspired and learn from some of the giants of research commercialisation who have dedicated their careers to developing, disseminating and refining research-based programs and interventions that have had global societal impact. Discover what led them to these pathways, the challenges and roadblocks they had to overcome and their advice to you if you want to follow in their footsteps and realise incredible impact from your research.



LET'S WORK TOGETHER IN 2025

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COMMERCIALISING RESEARCH FOR THE CIRCULAR ECONOMY

The Circular Economy is driving increased demand for impactful innovation from research. How can you create a more effective commercialisation journey in this multi-disciplinary sector?

1. ENERGY

This webinar will examine the opportunities for research translation and commercialisation in two aspects as it relates to energy: technological innovations that enable energy to be garnered from waste streams currently sent to landfill; and the recycling technologies needed to recover critical metals and materials from renewable energy components.

2. PLASTICS

This webinar will investigate the issue of plastic waste and how research can be commercialised to tackle the multifaceted challenge of plastic recycling to keep plastic in the circular economy and out of waste streams. We will also explore the new opportunities for plastic alternatives.

3. MANUFACTURING

Manufacturing industries play a crucial part in transitioning to circular economy practices. This webinar will look at the opportunities for research translation in the development of sustainable materials, and the key part research commercialisation can have in developing innovative technologies to overcome scientific and engineering barriers.

4. AGRICULTURE

Research innovation is needed in the agricultural sector as part of circular economy adoption. Research innovations such as precision agriculture are leading to sustainable agricultural practices and there are plentiful opportunities for research impact in developing globally sustainable supply chain management systems from farmer to consumer.

5. MINERAL RESOURCES

The demand for critical minerals is increasing globally and the need has never been higher to recover and recycle these resources from waste streams. Research can have impact across the resources lifecycle with new extraction techniques to reduce mine waste and improve yield, through to end-of-life recycling ensuring precious commodities are not lost.

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COMMERCIALISING RESEARCH FOR THE CIRCULAR ECONOMY

What goes around, comes around.

The growth of the Circular Economy is driving increased demand for impactful innovation from research. Our new specialist series targets the three key principles of the Circular Economy: elimination, circulation and regeneration. Participants will gain a broad understanding of research innovation needs in high impact sectors including energy, plastics, agriculture, manufacturing and mineral resources. From a commercialisation perspective we will examine considerations ranging from sustainable supply chains through to reuse of waste and the barriers to and opportunities for scaling using case studies to bring examples to life. Insights from industry experts and experienced practitioners will guide researchers across a range of disciplines on a more effective commercialisation journey.

Who's this series for? Suitable for many research disciplines and academic stage

Industrial Ecology | Materials Science and Engineering | **Chemical Engineering** | Environmental Science and Engineering | **Economics and Circular Economy Studies** | Product Design and Engineering | **Systems Engineering** | Sustainability Science | **Waste Management and Resources Recovery** | Renewable Energy and Energy Systems Engineering | **Biotechnology and Bioengineering** | Business Management | **Policy and Regulatory Studies** | Behavioral Science and Consumer Studies | **IT and Digitalisation** | Ethics and Social Sciences | **Agricultural Science and Food Systems** | Cybersecurity | **Logistics** | Space | **Operations Analysis** | International Business | **Public Policy** | Human Performance

Bonus content

Keen subscribers looking to amplify their commercialisation knowledge will get access to a bonus 10 hours of additional content from our previous 2024 Energy series. Topics include:

- Introduction to the renewable energy sector
- Renewable generation - solar
- Renewable generation - wind
- Renewable energy and First Nations
- 100% renewables - can we do it?
- Grid integration, storage challenges and opportunities
- Decarbonising industrial heat
- Decarbonising heavy industry
- Energy economics
- Social license

Want more?

Consider these Specialist Series in 2025:



Commercialising AgTech Q1 2025

Practitioners from a range of disciplines will benefit from this exploration of AgTech commercialisation. Despite complexity, there are rich opportunities and engaged markets hungry for AgTech innovation. How can researchers create impact from their AgTech ideas?



Resources + Minerals Research Commercialisation Q4 2025

Various disciplines will benefit from this exploration of mining commercialisation. In a sector under increasing pressure, participants will gain an appreciation for research areas with commercial potential to solve sector problems.



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COMMERCIALISING HUMANITIES + SOCIAL SCIENCES (HASS)

Join us in 2025 in close conversations with leading academics, partners and thought leaders in disseminating and creating sustainable long-term societal impact from humanities and social sciences (HASS) research.

5 FIRESIDE CHATS in 2025



Over five fireside chat events, be inspired and learn from some of the giants of research commercialisation who have dedicated their careers to developing, disseminating and refining research-based programs and interventions that have had global societal impact. Discover what led them to these pathways, the challenges and roadblocks they had to overcome and their advice to you if you want to follow in their footsteps and realise incredible impact from your research.

To complement the insights that will be gained from the 2025 speaker line-up, you can access 10 hours of in-depth content on Platform+ tackling subjects such as the opportunities and challenges of research realisation in HASS, upholding ethical standards in University-Industry collaborations and AI in HASS. Revisit conversations and insights from global experts and practitioners who have paved the way and continue to develop and refine dissemination programs and business models that enable HASS research to have profound global impact.

Prof. Matt Sanders, Triple P



Triple P – Positive Parenting Program, a unique multilevel system of evidence-based parenting support that is the world's most extensively evaluated and widely implemented parenting intervention system. Research on Triple P has been conducted in 41 countries, with practitioners from 72 countries trained to deliver Triple P in 23 languages.

Prof. Nick Allen, Ksana Health Inc



Ksana Health Inc which develops solutions that combine behavioral health science with advanced technology to support individuals and clinicians. It was founded to make the tools and findings developed by the University of Oregon's Centre for Digital Mental Health into products and services that will transform mental health care and research.

Tom Dawkins, StartSomeGood



Over three webinars, leading expert and social entrepreneur Tom Dawkins takes a deep dive into adopting the entrepreneurial approach to the goal of creating social impact, how to use crowd funding successfully and using the social enterprise business model to make sustainable and lasting change.

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COMMERCIALISING HUMANITIES + SOCIAL SCIENCES (HASS)

Answering your call for case studies!

The path to research realisation in the HASS disciplines may not be as obvious compared to a 'hard' science invention or new drug licensing deal. In response to calls for case studies this series of close conversations with academics and founders who have walked this path, will encourage and inspire researchers to develop sustainable business models that can become the engine for on-going research, validating and scaling programs and interventions, disseminating latest research findings and delivering long-term, measurable impact. 'Business' should not be seen as 'dealing with the devil', rather an ethical, socially responsible sustainable business can create greater research impact than traditional translation practices.

Who's this series for? Suitable for many research disciplines and academic stage

Linguistics | History | Anthropology | Sociology | Psychology | Political Science | Economics | Geography | Education

Bonus content

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- The AI Revolution Reexamined: Contributions from the Arts, Humanities & Social Sciences
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- Social Enterprise for Research Impact
- Fireside chat with Kerry McCallum, Director News and Media Research Centre, UC

Want more?

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Indigenous Knowledge and Commercialisation Q3 2025

The desire for ethical use of indigenous knowledge in research commercialisation is growing. This series will prepare participants to understand what indigenous knowledge is, and the challenges posed by differing views on intellectual property ownership and commercialisation. We'll explore global and local regulatory frameworks protecting Indigenous knowledge in research and commercialisation and look at best practice for commercialising indigenous knowledge, emphasising early identification, ethical considerations, and examples from Australian institutes. Guidance on effective ways to engage with indigenous communities through the commercialisation process, including when and how to seek advice, identify experts, and build effective research partnerships.



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RESOURCES + MINERALS RESEARCH COMMERCIALISATION

In a sector under increasing pressure, participants will gain an appreciation for research areas with commercial potential to solve sector challenges.

1. EXPLORATION + DISCOVERY

The challenges of increasing demand and decreasing discovery rates of mineral deposits present numerous opportunities for research commercialisation. From data interpretation to social license, explore how your research can be commercially impactful to the mining sector.

2. SENSING + AUTOMATION

As mining operations increasingly adopt automation into their operations, participants will explore opportunities for cutting edge research in areas such as data fusion, sensors and machine learning to find commercial opportunities to address problems of safety, efficiency and sustainability.

3. MINERAL PROCESSING

Both major consumer and polluter, the mining sector needs research based technological innovations to improve efficiency, sustainability and economic viability. Commercialisation opportunities abound for researchers to develop processing innovations.

4. MINING TECHNOLOGIES

Harsh mining environments and increasingly complex operations present opportunities for cutting edge research innovations to impact efficiency, safety, sustainability and economic viability in the resources and minerals sector.

5. SUPPLY CHAIN

The breadth and complexity of the resources supply chain and its criticality to global industry presents commercialisation opportunities for researchers in numerous disciplines from block to carbon capture, Internet of Things (IoT) to renewable energy.

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RESOURCES + MINERALS RESEARCH COMMERCIALISATION

Challenging conditions bring commercialisation opportunities

This series explores the challenges of sustainable mineral exploration and processing, safety and environmental impact, offering potential solutions for consideration. We'll discuss sector trends, including interdisciplinary approaches from AI, blockchain, data fusion, edge computing, green technologies, automation and more, and the opportunities that these provide for commercialisation.

Who's this series for? Suitable for many research disciplines and academic stage

Geology | Geophysics | **Mining Engineering** | Metallurgical Engineering | **Environmental Science and Engineering** | Sustainability Science | **Chemical Engineering** | Materials Science | **Data Science and Artificial Intelligence** | Mechanical and Electrical Engineering | **Computer Science and Cybersecurity** | Policy and Regulatory Studies | **Ethics and Social Sciences** | Indigenous Studies and Cultural Anthropology | **Water Resources Engineering** | Renewable Energy and Climate Science | **Geopolitics and International Relations** | Education and Workforce Development | **Circular Economy and Water Management** | Health and Safety Engineering

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- Decarbonising heavy industry
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- Social license

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COMMERCIALISING AI

In an ever-evolving and increasingly complex interdisciplinary field, what are the specific considerations for commercialising AI-based innovations?



1. WHAT ARE THE OPTIONS?

This webinar will examine common vehicles for commercialising AI and the circumstances that best suit each approach. We'll also explore common commercialisation considerations, unique to AI, enabling participants to confidently identify approaches that might work best for their own innovation.



2. REGULATION + RISK

Explore IP strategy for AI innovation by understanding the regulatory frameworks at play in Australia, New Zealand and globally. Understand what teams should be considering on their development pathway, including risk, governance, ownership...and what to consider if it all goes wrong.



3. ETHICS FOR AI COMMERCIALISATION

Learn how those innovating in the digital technology sector can weave ethical considerations for AI into the commercialisation journey from up front. Topics such as data amplification, algorithmic bias, cyber security and data integrity, privacy and inclusiveness will all be covered along with exemplar case studies.



4. BUILDING THE RIGHT TEAM

Commercialisation of AI calls for a diverse range of skills, there's a lot to think about when you are building your team. This webinar takes a deeper dive into the skillsets needed to drive AI commercialisation (including technical, commercial, legal and market expertise), how to identify the right time to introduce them and where to find the right talent.



5. FIRESIDE CHAT

Join Campus Plus and other AI commercialisation practitioners to discuss how funding an AI venture may differ from other commercialisation ventures. Benefit from their insight and lessons learned, and consider how you might apply them to your own commercialisation journey. Ask your question ahead of the live session, and it might be answered live!

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COMMERCIALISING AI

The future is now

This webinar series explores the fundamentals of AI commercialisation, from suitable approaches to IP and commercialisation, to understanding regulatory considerations in Australia, New Zealand, and globally. We'll look at ethical considerations such as data amplification, algorithmic bias, and privacy, and examine key risk elements and associated mitigation strategies. Participants will gain insights into building the right team to drive AI projects forward in a commercialisation context and hear from industry practitioners on securing funding.

Who's this series for? Suitable for many research disciplines and academic stages:

Computer Science | Mathematics and Statistics | **Engineering** | Data Science | **Cognitive Science and Psychology Ethics and Philosophy** | Linguistics | **Neuroscience** | Economics | **Social Sciences** | Legal Studies | **Health Sciences** | Robotics | **Human-Computer Interaction (HCI)** | Bioinformatics | **Computational Neuroscience** | Distributed Systems | **Quantum Computing** | Cybersecurity | **Environmental Science** | Behavioral Economics | **Cultural Studies** | Educational Technology | **Geographic Information Systems (GIS)** | Legal Informatics | **Supply Chain Management**

Bonus content

Keen subscribers looking to amplify their commercialisation knowledge will get access to a bonus 10 hours of additional content from our previous 2024 Energy series. Topics: Commercialisation partner selection in research translation; Leading collaborations; Creating maximum impact from collaboration; Navigating commercialisation challenges through the TRL-CRL journey; Approaches to managing IP from idea to market; Managing complex partnerships from Idea to Market; From investment to impact - measuring ROI; Cyber security for everyone; Promoting your success - telling your story with impact; Practical co-design for everyone - the secrets to success.

Want more?

Consider the following Specialist Series in 2025:



Commercialisation of Defence Research

The Defence sector has long been a sponsor, source and consumer of global innovation. This series explores the commercialisation potential Defence offers as a multi-disciplined, multi-service market sector. Our Specialist Series on Defence enables a range of interdisciplinary practitioners to explore commercialisation through a Defence lens.

With challenging and evolving domestic and international strategic and political landscapes, what is best the pathway for commercialising Defence-relevant research?



LET'S WORK TOGETHER IN 2025

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