



2011 Otago Innovation Proof of Concept Grant

Information for Applicants

Introduction

Otago Innovation is the University owned company that undertakes the University's commercialisation activity. Commercialisation is the process by which novel research is transformed into a marketable idea, product or service. Commercialisation can take many years and involves not only developmental research but also an understanding of markets, competitors and different business structures. In order to interest potential partners in your novel research, additional research is often required. This additional research beyond discovery is often called Proof of Concept.

As the University's commercialisation arm, and in recognition of the University's strategic intent to make commercialisation one of its key outcomes, Otago Innovation is making a research grant available to a University researcher for Proof of Concept. The grant is to provide University of Otago researchers with experience in considering commercial outcomes as part of their research.

The value of the grant is \$50,000 and will be available in 2011.

Applications close on 21 December, 2010.

Criteria

Interested researchers are asked to provide a 3 – 5 page application describing their research, the proof of concept required and to demonstrate a cursory understanding of the market for their technology. **A template for this response is provided.**

A short list of applicants will be asked to meet with the decision making panel in early February 2011 to discuss their application. These applicants will be provided with an indication of the types of questions they will be asked.

The grant will be available to the successful applicant in late February 2011, for use throughout the remainder of the year.

Decision making

The panel will be looking to gauge your understanding of how your research can be developed as a technology. They will also look at the commercial applicability of the concept.

In general, the panel will be looking for clear articulation of what the potential product or service is, and how you see your research becoming that product or service. There is no right answer; the panel will be looking for clear thoughts on how genuine customer pain/need can be satisfied through the commercial application of your research.

Timeframe

Applications close on 21 December, 2010 and all applications will be acknowledged by Otago Innovation. If you have not received acknowledgement by early January please contact Otago Innovation.

Applicants selected to meet with the panel will be notified in January 2011. At that time applicants will be provided with questions that the panel will wish to have answered.

The panel discussion will begin with your giving a short presentation of your grant application (5-10 minutes), followed by a general discussion. You will be encouraged to ask any questions you have at this time too. The time available is generally around 30 minutes, although we will confirm this nearer the time.

Further assistance applicants

This year Otago Innovation does not plan on running group seminars to address any questions applicants might have; rather, offering assistance on an as required basis. To that end, if you would like to run your idea past someone, or seek clarification about a specific aspect of the application, please contact David Christensen (details below).

Further Information

For further information please contact:

David Christensen

Otago Innovation Ltd

david.christensen@otagoinnovation.com

Ph Ext 8781 in Dunedin

or your Research Advisor or Enterprise Office Business Manager

Please Note: The Otago Innovation Proof of Concept Grant is open only to staff of the University of Otago

Please send completed applications to both:

David Christensen

Otago Innovation Ltd

Centre for Innovation

david.christensen@otagoinnovation.com

Annie McGregor

Enterprise Office

Research and Enterprise

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