



THE UNIVERSITY
of ADELAIDE

RESEARCH COMMERCIALISATION AND IP

Collaborate to innovate and build
your competitive advantage

adelaide.edu.au

TODAY INNOVATION IS EVERYTHING

It holds the key to greater security, sustainability, health and wealth—in all sectors, all over the world. More than simply recognising this, the University of Adelaide lives and breathes it. If you're ready to grow through innovation, you won't find a more capable partner.

We're committed to drive industry and society forward through innovative research and development. The University of Adelaide currently partners with over 400 businesses on research and consulting projects worth more than \$80 million a year—helping them address new opportunities, solve unique problems and achieve sustainable growth. And we're setting our sights even higher.

We're expanding our research efforts to address state and national priorities, and the planet's most complex problems.

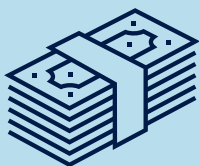
100%

of our research rated 'world-class or above' by Excellence in Research Australia, with 41 fields rated 5/5



\$182m

in research income in 2018, representing the highest amount in South Australia



\$40.4m+

Over \$40.4 million in ARC and NHMRC funding in 2018, again the highest in South Australia

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World-leading multidisciplinary research institutes

Vast innovation and commercial partnership experience

At the University of Adelaide, we have extensive experience connecting industry, entrepreneurs and government with our research expertise and infrastructure. We support a huge range of commercial activities, including:

- contract research and collaborative research agreements
- consultancy arrangements
- intellectual property management
- technology licensing
- spin-out company formation
- business case development, assessment and negotiation.
- workforce development
- professional development.

We'd be delighted to discuss the benefits of our experience, and research expertise, with you.

INTELLECTUAL PROPERTY (IP) PRINCIPLES

As a leader in research and innovation, The University of Adelaide encourages an entrepreneurial environment and culture for its staff and students. We are committed to engaging and partnering with industry in the translation of our research to create economic, environmental and social benefits both in Australia and globally.

Our approach to managing IP is based on six key principles.

- 1 We promote dissemination of the knowledge created by our research, either through open access or commercialisation.
- 2 We're committed to partnering with industry, entrepreneurs, investors, governments and the broader community to translate our research for society's benefit.
- 3 We ensure IP access, ownership, and revenue sharing arrangements are clear, fair and work to deliver optimal impact for all parties.
- 4 We're transparent in our commercial dealings and provide access to our Intellectual Property Policy and template agreements.
- 5 We deliver a high-quality service for both internal and external stakeholders, and deal with all commercial and partnership agreements and communications in a timely manner.
- 6 We encourage inventors to be active participants in the translation process, and recognise this with a share of the net revenue resulting from commercialisation.

COMMERCIALISATION CASE STUDIES

Snap

snapsurveillance.com

Snap provides video surveillance software that helps operators to more effectively manage and monitor large camera networks. Their core technology was commercialised from world-leading research in large-scale video surveillance undertaken within our Australian Institute for Machine Learning.

This spin-out company has taken the unique approach of focusing on a camera network as a whole. Its software automatically learns the relationships between cameras across the network, and applies this knowledge to generate a simple, robust and intuitive video pursuit tool for security operators.

Snap is continuing to develop the product and expand its support for various commercially available video management systems. These currently include Milestone XProtect, Honeywell's DVM, Genetec Security Center, and Avigilon Control Center.

Detection Services

detectionservices.com.au

University of Adelaide research has led to the development of p-CAT™ Pipeline Condition Assessment Technology, which enables the non-invasive, non-destructive, reliable and safe assessment of pipes' condition while they're in operation.

p-CAT™ is licensed to Detection Services, a technology-based company focusing on developing, sourcing and delivering better ways to manage water resources.

Development of this technique has had direct economic impacts for industry, allowing pipe condition assessments to be undertaken without service disruption and enabling targeted responses to damaged pipelines.

Detection Services have also licensed a further two technologies from the same University research group. Together, they've successfully applied for Australian Research Council (ARC) Linkage funding and will continue to pursue similar funding opportunities to further develop and optimise the licensed technologies.

LET'S TALK

If you're interested in collaborating with the University of Adelaide to commercialise our world-class research, we'd be delighted to explore any and all opportunities—and help you take the next steps.

Commercialisation

Our Innovation and Commercial Partnerships team oversees all commercialisation of the University's intellectual property, including patenting, licensing and the formation of spin-out companies.

Email: commercialisation@adelaide.edu.au

Phone: +61 8 8313 3480

Business Development

Our team also facilitate engagement between our research community and industry or government. We can provide advice on pursuing contract research, consulting and tender opportunities, as well as additional options for research-industry engagement.

Email: businessdevelopment@adelaide.edu.au

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FOR FURTHER ENQUIRIES

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