# IP Commercialisation Assessment & Analysis

**About this template:**

* This template may assist agencies to identify potential commercial markets for the IP, establish the IP’s value and assess the risks and benefits associated with commercialisation.
* This information can inform the development of the commercialisation plan and business case.

**Commercial market**

1. What is the potential market for the IP? i.e. who would be interested in acquiring or investing?

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| --- |
|  |

1. The potential market is:

Location: [ ]  Local [ ]  National [ ]  International

Type: [ ]  Broad [ ]  Specialised

1. Are there similar products or technologies currently available on the market?

[ ]  Yes [ ]  No [ ]  Unknown

1. Details of any existing products:

| **Product** | **Description** | **Comparison with Agency IP** |
| --- | --- | --- |
| **Similarities** | **Points of difference** |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

**IP valuation and financial requirements**

1. Has the IP been valued? [ ]  Yes [ ]  No

|  |  |  |  |
| --- | --- | --- | --- |
| Valuation method: |  | Estimated value: | $ |

1. What is the projected effective life of the IP?

|  |
| --- |
|  |

1. Estimated IP development costs to date:

| **Cost** | **Estimated amount** |
| --- | --- |
| Salaries | $ |
| Materials | $ |
| Consultant fees | $ |
| Infrastructure costs | $ |
| IP protection fees | $ |
|  |  |
| **Total estimated cost** | **$** |

1. Does the IP require further development to be a marketable commodity?

[ ]  Yes [ ]  No [ ]  Unknown

1. Estimated additional costs:

| **Cost** | **Estimated amount** |
| --- | --- |
|  | $ |
|  | $ |
|  | $ |
| **Total estimated cost** | **$** |

1. What staffing resources or expertise (if any) are needed to complete the project?

|  |
| --- |
|  |

**Alignment with strategic priorities**

1. Does the commercialisation of the IP align with or further the strategic priorities of the agency or the State?

[ ]  Yes [ ]  No

1. Details of any relevant strategies or plans:

|  |
| --- |
|  |

**Risks and benefits assessment**

The IP Policy requires agencies to consider the costs and risks the State may be exposed to as part of the process of selecting a commercialisation pathway. There are several factors to consider when determining whether to commercialise agency IP. When completing a cost-benefit analysis the agency may need to consider the potential impacts at multiple levels, for example the risks and benefits for the agency itself, the community or key stakeholder groups and the State broadly.

| **Impact** | **Benefits** | **Risks** |
| --- | --- | --- |
| **Agency** |  |  |
| **Economic** |  |  |
| **Social & community** |  |  |
| **Environmental** |  |  |
| **Commercial** |  |  |

**Commercialisation options assessment**

The assessment of commercialisation options for the IP must take into consideration any expert advice received, the nature of the IP and the size of the potential commercial market.

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Licensing** | **Joint venture\*** | **Spin-off company\*** |
| **Description:** | *How would agency licence IP, what terms would be imposed etc* | *Who would the agency partner with, terms of the potential joint agreement etc* |  |
| **Strengths:** | *Advantages of pursuing option* |  |  |
| **Weaknesses:** | *Disadvantages of pursuing option* |  |  |
| **Opportunities:** | *External benefits for customers, community, agency etc* |  |  |
| **Risks:** | *External risks associated with pursuing option – i.e. limitations of market, existing products* |  |  |
| **Timeline:** | *Estimated timeframe to complete commercialisation.* |  |  |
| **Estimated costs:** | $ | $ | $ |
| **Anticipated revenue:** | $ | $ | $ |
| **Potential profit:** | $ | $ | $ |
| **Recommendation:** |  |  |  |
| \*Agencies must seek relevant expert and legal advice if considering these options. |