**TECHNOLOGY EXPLOITATION PLAN**

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| **Date** |  | **Version** |  |

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| **Technology title** |  | | | | | | |
| **Related technology** | *If the technology is a component or builds on an existing technology or IP rights, list the primary related technology.* | | | | | | |
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| **Lead organisation** |  | | | | | | |
| **Collaborating organisations\*** |  | | | | | | |
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| **Current project**  **title** |  | | | Project code | |  | |
| **Prior projects**  **(that contributed to the technology)** | Past project title and code: | | | | | | |
| Past project title and code: | | | | | | |
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| **Lead researcher contact details** | | | | | | | |
| First name |  | Surname | | |  | | | |
| Organisation |  | | | | Phone | |  |
| Mailing address |  | | | | Fax | |  |
| Mobile | |  |
| Email address |  | | | | | | |
|  | | | | | | | |
| **Commercialisation manager contact details** | | | | | | | |
| First name |  | Surname | | |  | | | |
| Organisation |  | | | | Phone | |  |
| Mailing address |  | | | | Fax | |  |
| Mobile | |  |
| Email Address |  | | | | | | |
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| **Approval (authorised person)** | | | | | | | |
| The proposed exploitation plan will NOT be accepted unless it has been approved by each collaborating organisation | | | | | | | |
| Lead organisation | Name:  Title: | | Signature | |  | | | |
| Collaborating organisations\* | Name:  Title: | | Signature | |  | | | |
| Collaborating organisations\* | Name:  Title: | | Signature | |  | | | |

\*Collaborating organisations, in the context of approving this plan, refers to those parties that have a legal ownership right to the technology; OR where a party is not an owner for the technology but has an equity interest in the technology AND has requested to be informed in how the future exploitation of the technology will occur.

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| **Business model canvas**  Attach the business model canvas completed for the technology. The canvas is used to develop a proposed model for exploitation of the technology. If a business canvas or equivalent assessment has not been completed, contact the Program Manager who will arrange a time to develop such a model. |
| The business model should present a concise picture of the key elements considered for future release or commercialisation of the technology. Where the model has been developed without commercial partner involvement, it is acknowledged that the final business and commercial plans will be modified once commercial partners are engaged.  For a technology that may be used across diverse customer segments AND offer different a value proposition to each separate customer segment, individual business models may need to be developed for each customer segment. |
| Bottom of form   |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | | **Key partners**  Who are our key partners?  Who are our key suppliers?  Which key resources are we acquiring from partners?  Which key activities do partners perform?  DELETE GRAY TEXT AND WRITE HERE | **Key activities**  What key activities do our value propositions require?  Our distribution channels?  Customer relationships?  Revenue streams?  DELETE GRAY TEXT AND WRITE HERE | **Value proposition**  What value do we deliver to the customer?  Which one of our customer’s problems are we helping to solve?  What bundles of products and services are we offering to each customer segment?  Which customer needs are we satisfying?  DELETE GRAY TEXT AND WRITE HERE | | **Customer relationships**  What type of relationship does each of our customer?  Segments expect us to establish and maintain with them?  Which ones have we established?  How are they integrated with the rest of our business model?  How costly are they?  DELETE GRAY TEXT AND WRITE HERE | **Customer segments**  For whom are we creating value?  Who are our most important customers?  DELETE GRAY TEXT AND WRITE HERE | | **Key Resources**  What key resources do our value propositions require?  Our distribution channels?  Customer relationships?  Revenue streams?  DELETE GRAY TEXT AND WRITE HERE | **Channels**  Through which channels do our customer segments want to be reached?  How are we reaching them now?  How are our Channels integrated?  Which ones work best?  Which ones are most cost-efficient?  How are we integrating them with customer routines?  DELETE GRAY TEXT AND WRITE HERE | | **Cost structure**  What are the most important costs inherent in our business model?  Which key resources are most expensive?  Which key activities are most expensive?  DELETE GRAY TEXT AND WRITE HERE | | | **Revenue streams**  For what value are our customers really willing to pay?  For what do they currently pay?  How are they currently paying?  How would they prefer to pay?  How much does each revenue stream contribute to overall revenues?  DELETE GRAY TEXT AND WRITE HERE | | |   Source: https://creativecommons.org/licenses/by-sa/3.0/ |

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| **Executive summary** |
| This summary should outline the key points from the sections following and the elements of the business model. The summary and business model will be used for briefing executive management and Board members of the plans to exploit the technology. |

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| **1. Description of technology** |
| **1.1 Outline key elements of technology**  (Include how the IP was developed, inventors, any key background IP used and past projects) |
| **1.2 History of development**  (Include past R&D projects and investment in developing the technology) |
| **1.3 Related technology**  (If the technology is a component or builds on an existing technology or IP rights list the primary related technology and how the two technologies will /will not, be linked as part of the proposed exploitation plan) |

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| **2. IP rights and equity interest** |
| **2.1 IP owners**  (Who owns the technology and related IP rights?)   |  |  | | --- | --- | | Owner | % of ownership | |  |  | |  |  | |  |  | |  |  | |
| **2.2 Each parties revenue equity rights**  (Who is entitled to share in any future IP revenue? Attach equity table detailing each party’s investment over time if appropriate)   |  |  | | --- | --- | | Party (Owner / Collaborator) | % of equity interest | |  |  | |  |  | |  |  | |  |  | |
| **2.3 Existing / Proposed IP protection strategy**  (Specify what IP rights exist or may be developed for the protection of the technology. If IP rights have already been protected, list type of protection (eg. patents) and owners) |
| **2.4 Any known legal limitation or licencing conditions that may effect commercialisation**  (What are the licencing conditions for background IP and third party IP?) |
| **2.5 IP searches and identified risks for future IP protection**  (Provide a summary of IP searches for novelty and freedom to operate assessments that have been completed. List any IP risk areas that may limit future IP protection and commercialisation in Australia and internationally) |

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| **3. Customers segments** |
| **3.1 List key customers that will use the technology**  (Identify end users of the technology (those who will benefit from the technology). Where possible, break customers into segments across different use options or markets) |
| **3.2 Market potential for technology**  (Describe the potential markets for each customer segment identified. List the size of those markets and minimum market penetration/adoption expected for the technology in such markets and how you derived your estimates.) |

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| **4. Value proposition** |
| **4.1 Describe the benefits the technology provides to the identified Customers?**  (Outline the problem being resolved and benefits over existing responses to the Issue. This may be defined across the different customer segments identified) |
| **4.2 Competitive advantage over existing technologies in the market**  (Describe existing technologies in the market that solve this issue and how the new technology will be competitive against such existing technologies. This may be defined across the different customer segments identified) |

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| **5. Pathway to customers (channels)** |
| **5.1 What is the proposed method for delivery of the technology to the customers?**  (Specify how the technology will be delivered to end customers and the benefits of this approach) |
| **5.2 Who would be potential commercial partners in the delivery of the technology to the customers?**  (Specify potential commercial partners that are needed to deliver the technology to customers. List the key attributes such commercial partners would be required to provide in developing and commercialising the technology) |
| **5.3 If a commercial partner has been engaged in the development of the technology, list their capacity to deliver the technology to customers?**  (Provide a letter of support from the company that details their interests and capabilities) |

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| **6. Future activities, resources and partnerships** |
| **6.1 What are the key activities that are required BEFORE the technology is ready for commercialisation?**  (Specify areas where the technology needs to be developed/evaluated and refined before it would be ready to be commercialised) NOTE: collecting target market information on the value and need for the technology may be an important activity to be completed to help support the proposed exploitation) |
| **6.2 What additional resources are required to complete the key activities?**  (Specify any additional resources that may be need. Detail what such resources are needed beyond existing funding commitments) potential commercial partners that are needed in delivery of the technology to costumers. List the key attributed such commercial partners would be required to provide in developing and for commercialisation of the technology) |
| **6.3 Who may be partners in completing the key activities?**  (What partnerships can be developed in completing some of the activities? How and on what terms will you engage such parties? Partners may include other R&D providers, market assessment contractors) |

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| **7. Risk factors to be considered in exploitation?** |
| **7.1 What are the key risk areas for future exploitation for the technology and how will such risks be addressed?**  (List in table form below)   |  |  |  | | --- | --- | --- | | **Risk identified** | **Likelihood and impact** | **Proposed strategy to overcome risk** | |  |  |  | |  |  |  | |  |  |  | |  |  |  | |  |  |  | |  |  |  | |  |  |  | |

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| **8. Process for exploitation** |
| **8.1 If public release of the technology is proposed, detail reasons for this and benefits offered in achieving adoption of the technology**  (How will technology be commercialised or promoted to customers segments?) |
| **8.2 If commercialisation is proposed detail the process for commercial partner selection**  (How will a commercial partner be selected, or if already selected, how was the partner selected? Include due diligence undertaken. How will commercial partners be selected across different customer segments and markets (Australian and International)) |
| **8.3 Will it be expected that commercial partners participate in future research?**  (If additional R&D is required by the commercial partner, define the key activities required to be completed by the commercial partner) |
| **8.4 Selection documents**  (Provide a copy of ‘expression of interest’ or other documents used/to be used in selection process)  Have documents been attached for this section?  Yes  No |
| **8.5 Other opportunities considered**  (Specify what other opportunities were considered to achieve exploitation of the technology) |

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| **9. Licensing strategy** |
| **9.1. Licensing approach**  (Provide details of the proposed licensing strategy for the technology. This may be divided across customer and market segments) |
| **9.2 Term sheet**  (If developed provide a copy of the term sheet including all key licence conditions proposed)  Have documents been attached for this section?  Yes  No |

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| **10. Financial analysis** |  |
| Revenue streams | |
| **10.1 List key strategies to be used to gain revenue from technology?**  (May include how technology will be licensed and proposed licence fees and royalties) | |
| **10.2 Anticipated IP revenues**  (Report on expected commercialisation revenue/royalties and revenue stream in the first 5 to 10 years) | |

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| Expenditure items |
| **10.3 Anticipated expenditure**  (Report on expected commercialisation costs and who will be funding those costs) |
| **10.4 Additional budget request**  (Report on additional funds that are required to support commercialisation of technology. Provide justification why such funds are needed) |

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| **11. Additional information** |
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| **12. Gantt chart of activities** |
| Provide a Gantt chart outlining key activities to be completed in line with the proposed exploitation plan. |

Share your thoughts

**We strive to provide the best experience possible for our delivery partners. Please share your feedback on how we can improve this document for you and other delivery partners in the future by emailing us at communications@horticulture.com.au**