

1 DAY

EXPLORER WORKSHOP

CONFIRMING YOUR INNOVATIVE BUSINESS OPPORTUNITIES

Taking your product to market can be one of the most difficult tasks you will ever undertake. From obtaining patents to validating your technology to securing investment funding, the commercialisation pathway can be confusing, complex and expensive.

Pyksis is one of Australia's leading commercialisation firms assisting companies take their innovative products to national and international markets. Pyksis can help you test and confirm your commercialisation opportunity.

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To assist companies understand their commercialisation pathways, Pyksis has developed the nationally recognised Pyksis Explorer Workshops.

Pyksis breaks the commercialisation process up into the following steps:

- ▶ **INVENTION CONFIRMATION**
does it work?
- ▶ **COMMERCIALISATION OPPORTUNITY CONFIRMATION**
does any one want it?
- ▶ **BUSINESS CASE DEVELOPMENT**
how do we argue the case for the resources needed?
- ▶ **EARLY FUNDING, AND EARLY COMMERCIALISATION**
early roll-out

The Explorer Workshops introduce participants to the key issues in commercialisation and enable them to see how well they have confirmed their Invention and Commercialisation Opportunity. The Workshops also help participants identify their Next Steps.

THE KEY SUBJECTS COVERED

- ▶ **Quality of objectives**
- ▶ **Robustness of the concept**
- ▶ **Intellectual property available and obtained**
- ▶ **Accessible market size**
- ▶ **How urgently customers required the solution offered**
- ▶ **Scalable business models**
- ▶ **Team to carry forward**

Explorer is currently being delivered to technology companies in Victoria and the ACT.

It suits businesses of all sizes dealing with commercialisation opportunities.

The typical Explorer Workshop lasts for six hours and can be tailored to meet specific industry needs and interests.

TYPICAL PARTICIPANT COMMENTS

"Excellent opportunity to assess what stage we're at."

"Must focus on Business Models more urgently."

"Saw other ways of extracting value from our IP."

"Liked the high level of knowledge by facilitators and other participants."

"Quick and to the point – pitched at a good level."

"Need to spend more time in the market and do more research."

"Liked sharing ideas and discussion on the issues."

For further information on the Pyksis Explorer Workshop and other Pyksis programs please visit www.pyksis.com or email info@pyksis.com

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