



pyksis Successful pathways for growth

Pyksis helps companies successfully commercialise their innovations. The company operates in the ACT, NSW, SA and Victoria. The company delivers commercialisation support services which includes intellectual property development, marketing and market research, team development, mentoring, funding access support.

Since 2003 50 ACT companies have participated in the Pyksis ACT Region Technology Commercialisation Program (ATCP) funded by the Chief Minister's Department and AusIndustry. The program focuses on companies bringing high potential innovations to market (both technology and service business concepts).

"Independent research shows that the companies involved subsequently increased their revenues by over 50%, and increased their employee numbers by 33%. Exports sharply increased" Pyksis ACT Manager Robert Holgate said. "A number of the companies also received investment".

"Apart from all the learning and progress made" Mr Holgate added "companies particularly liked

being with similar companies who were dealing with the same sorts of situations and problems. The Program helped ease that feeling of loneliness that many innovators suffer from."

The next ATCP Program starts in February 2008. Positions are available on a competitive basis. Program Entry is free. Participants undertake one-day screening and diagnostic workshops, and a number move on to the 11-week Pioneer business case building program. At the end, business cases are reviewed by an expert, investment-wise Panel.

"We help businesses cross the Commercialisation Swamp" Mr Holgate says. (See Swamp below). "We work with businesses ranging from start ups to those with annual turnovers of \$40m or more."

Crossing the Swamp with Pyksis

The key stages of the Pyksis Commercialisation Pathway, as summarised in its signature 'The Swamp' imagery:

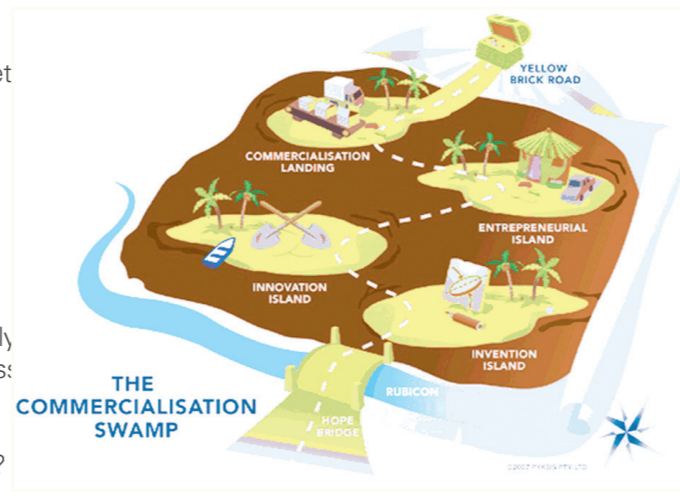
1. Confirmation of invention – does the technology work, is it likely to be of value to customers, is the intellectual property in order, is the company really serious about commercialisation?

2. Confirmation of commercial opportunity – have customer needs and market size been validated by market research, does the package developed meet these, does IP fit what's known of markets and customers, is there a team with balanced execution skills, do the business goals reflect the size of the opportunity?

3. Confirmation of business case for commercialisation – are customers fully understood, is there an effective business model, how will the team work, what's the Go-to-market strategy, what will be the returns, what are the funding needs?

4. Integrated funding strategy – how best to obtain development funding and mix with own resources and possible investment to lower the risk and maximise the value of equity?

5. Early commercialisation – how best to apply early funding to establish the product/service in priority markets?



Pyksis is a specialist service provider which helps companies grow successfully. It has been working in the ACT since 2000.

Technology commercialisation support in the ACT region

The ACT Region Technology Commercialisation Program (the ATCP) provides opportunities for ACT and region businesses who want to commercialise their products and services to develop strong business cases and cross the Commercialisation Swamp.

"In the language of the Swamp, if you get off the Commercialisation Pathway, you're in big trouble," Pyksis ACT Manager Mr Holgate said.

Put another way, given that the average commercialisation project of taking a product to its first international market involves a spend of at least \$1,000,000, strong business cases are essential to manage the risks involved and to obtain the funding required.

The ATCP is a program fully funded by AusIndustry and by the ACT Chief Minister's Department. Entry to it is on a competitive basis via stakeholder referrals and participation in the one-day 'Explorer' diagnostic workshops. Selected businesses go forward to undertake a three-month 'Pioneer' business case development program which culminates in each business having its business case assessed by an Expert Panel at a Graduation showcase.

The next Program will start in February/March 2008 and be delivered in Canberra. This will be the fourth Pioneer delivered through the ATCP. There is no cost to successful participants as the program is fully funded by AusIndustry and the ACT Chief Minister's Department. Further programs will also continue through 2008-09.



Clients participating in the Pioneer Program

If you are interested in being considered for the February/March 2008 Pioneer program then contact Pyksis ACT Manager Robert Holgate on:
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Benjamin Shine Design Studio: A thriving international creative business in the ACT

Having lived in London for the majority of my life, the thought of relocating my creative business to another country was not something that I had ever contemplated. After meeting my Australian partner in 2003, I began to consider moving to Australia at some point to seek further creative/business opportunities. After all, Australia is renowned for fostering creative talent.

After taking the plunge and moving to Australia in 2007, my partner and I decided to set up shop in Canberra, as it soon became apparent that the ACT provided excellent arts resources and business opportunities.

It was in February 2007 that I was selected for the Pyksis Pioneer Program. The course aimed to provide a networking opportunity as well as mentorship and business guidance. Having recently licensed a commercial invention to a leading toy distributor in the UK, I was particularly keen to gain valuable advice and guidance in this area, which I hoped would aid in developing the commercial aspect of my business.

I found that the Pyksis Pioneer Program was incredibly beneficial, encouraging me to structure my business, set achievable goals and in my case, develop the licensing arm of my business to capitalise on my commercial product range. Since completing the course, I have successfully been following my goals and achieving set objectives. For example, in 2008 my children's toy 'Cordz' will be released in the US and Europe; a range of my uniquely designed chairs will be launched in the UK; my latest large-scale fabric-portrait artwork will be completed in Australia and several new inventions for the international promotions industry will be licensed globally.

Wherever my work takes me, I feel confident that I have learnt the skills and capabilities that are necessary, not only to survive, but to be a success in my industry. I feel privileged to be living in Canberra at present, putting learned processes into practice and getting positive results.

Thank you Pyksis Pioneer program!



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