

RTCP
PIONEER

REGIONAL TECHNOLOGY COMMERCIALISATION PROGRAM

Are you working on an innovation project with strong national and international commercial potential?

Do you want to increase your chances of success?

Do you want to work with a dynamic and successful commercialisation support team?

Do you need access to expert professional service providers?

Do you have the necessary determination to be successful?

If this is you, there are limited places now available on the Pyksis Regional Technology Commercialisation Program.

www.pyksis.com



REGIONAL TECHNOLOGY COMMERCIALISATION PROGRAM

The Pyksis Regional Technology Commercialisation Program has been designed to assist innovative companies commercialise and take their products to national and international markets.

THE PROGRAM IS

- ▶ Fully funded by the Victorian Department of Innovation, Industry and Regional Development (company entry is free)
- ▶ delivered by Pyksis Victoria (www.pyksis.com) Australia's leading deliverer of regional technology commercialisation programs
- ▶ supported by a first-rate team of Alliance Partners

Pyksis is now recruiting for the RTCP Pioneer program cycle after the very successful completion of the original RTCP delivered between 2005 and 2009.

THE KEY SUBJECTS COVERED

MARKETING

who wants our new product or service?

INTELLECTUAL PROPERTY PROTECTION

how do we own our new product or service?

BUSINESS MODEL

what's the best way to go to market?

THE TEAM

whom do we need, inside and outside the business?

THE NUMBERS

how do we develop our forecasts and the funding we will need?

FUNDING

how do we get the funding?

In addition to increasing your knowledge and skills in the key areas of commercialisation, the Program is designed to help build your business case towards obtaining further funding for your project.

'We found the Pyksis workshops and mentoring extremely useful...it clarified what we were trying to achieve with our particular technology and market segments... I would recommend it to anyone who is unclear about what they are wanting to achieve out of their business venture.'

– IT Company

'We believe the Pyksis Program provides a unique opportunity for companies to understand what is necessary to reach their goals...the assistance from the programs alliance partners was also invaluable.'

– Medical Technology Company



VALUE OF THE PROGRAM

This is a significant opportunity to work with organisations in a similar position to your own. The value of the services delivered in two phases has been conservatively valued at:

<i>Pyksis Explorer One-Day Workshop</i>	\$1,000
<i>Pyksis Pioneer Eleven-Week Program & Mentoring</i>	\$8,000

There is no direct cost to companies participating in the RTCP, as all program costs are met by the Victorian Government's Department of Innovation, Industry & Regional Development

HOW TO APPLY

Places in the program are limited and are made available on a competitive basis. You are invited to apply for the program by completing the attached application form and emailing it to john.johnston@pyksis.com or mark.gustowski@pyksis.com.

Please contact Mark Gustowski, Pyksis Victoria for further information.

MARK GUSTOWSKI

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