



Innovation IP[®]

Driving growth and profitability through IP



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Innovation IP[®]

If you're serious about growing your business through technology, Callaghan Innovation's Innovation IP[®] programme is essential to help you leverage your intellectual property (IP) or intangible assets (IA) to accelerate growth.

AJ Park is a Callaghan Innovation-approved panel provider for Innovation IP[®]. We offer a staged programme that gives you the knowledge and confidence to understand and manage IP in your business.

You'll deepen your understanding of options for using IP as a strategic lever, explore case studies that bring IP concepts to life, and develop a strategy and action plan on how to use IP to gain competitive advantage.

Programme structure - stage one

Stage one of AJ Park's Innovation IP[®] programme has five elements with built-in flexibility so you can commit the time and financial investment that suits you.



Pre-workshop

Fact gathering



eLearning

What IP is and why it matters



Workshop one

IP strategy for your business



Workshop two

Putting IP strategy into practice



Post-workshop

Implementation and support



Pre-workshop, we'll call you to:

- find out about your business, and
- understand how you are using IP and IA currently so we can tailor the rest of the programme to your needs.



Our eLearning tools and resources communicate:

- key information about IP rights
- why IP is important, and
- a series of scenarios, exercises and stories to bring IP concepts to life.



Workshop one covers:

- why IP is important to you and your business
- how IP helps maintain or increase competitive advantage
- different approaches to IP strategy across different business models and industries
- how to use the IP system to gather competitive information
- how to manage IP risk and understand different types of searching, and
- how to develop a culture that elevates IP thinking.



Workshop two focuses on your specific business issues, including:

- the industry you are in
- the products, services and technology that are relevant to you
- the business model that you are adopting
- the IP you have already developed and the options for future IP management and capture
- how you could assess and manage IP risk, and
- a strategy and action plan for the next 12 months.



Post-workshop sessions circle back on the strategy and plan, to:

- see how it is being implemented, and
- address any issues or concerns that have arisen including any changes in your business that mean your IP strategy or plan needs to be revised.

Programme structure - stage two

Stage two of AJ Park's Innovation IP® involves us putting into practice some of the actions agreed under stage one. The scope of that will be determined during stage one.

Who should participate?

The main criteria is a strong desire and genuine commitment to follow through. Our recommendation is that you select team members who are enthusiastic, committed and empowered to apply what they learn to drive commercialisation of your IP.

Flexibility and investment

We offer flexibility in terms of how this programme is configured for your business. We tailor the programme to focus on the areas that are relevant to each business.

The cost of stage one of our programme is \$7000 excluding GST. Stage two costs depend on the work undertaken.

This programme is co-funded by Callaghan Innovation. Qualifying businesses are eligible to receive 40% of the costs covered to maximum determined by Callaghan Innovation.

Who leads the programme?

You will benefit from a multi-disciplinary team who understands the 'why' and the 'how' of IP strategy.

Mark Hargreaves and Anton Blijlevens lead the programme. Recognising their expertise in IP strategy and commercialisation, Mark and Anton have been named in the 2016, 2017, 2018 2019 and 2020 Intellectual Asset Management (IAM) Strategy 300, which ranks the top IP strategy practitioners in the world.

Depending on the nature of your business and requirements, we pair members of our commercial and strategy team with appropriate technology and industry experts to deliver the one-on-one steps of the programme.

Our industry specialists can add value to how strategies are implemented. They understand the technology and the landscape as well as understanding how to manage IP systems within that industry. They help give you reality checks and creative ideas for how to implement your strategies.

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Our talent pool covers very major technology area, and we can quickly form qualified teams of technology and industry experts to work with you regardless of the industry you operate in, or the stage of your business.

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