

# Support Services

WaikatoLink's role is to work closely with University of Waikato researchers to support the development of new ideas and to assess, protect and commercialise intellectual property. Some of the support services we provide to the University of Waikato are described below.

## Personal Consultation

We are interested in meeting with you to discuss your ideas and projects. Our aim is to develop an understanding of the research you're working on, hoping to identify areas where our services could add value. Our services are not only useful to commercial projects, but also those that are research-oriented – we can help by providing market or patent research and valuable industry connections.

## Market Intelligence

The HotHouse is one of WaikatoLink's business units and its core function is to provide market research to support current and future University research opportunities. Our aim is to utilise market information to guide decision making, identify companies to connect with, and support research activities where possible.

## IP Management and Advice

Intellectual property management is an important consideration for all research and commercial projects. WaikatoLink provides a range of support services in this area including: IP advice, patent searching, IP strategy development, IP protection and patent filings.

## External Linkages

WaikatoLink has strong regional, national and international networks that can be useful in providing relevant connections relating to your research field. The relationships built from these connections can potentially form the foundations for research collaborations, research contracts, industry partnerships and investment opportunities. We are dedicated to utilising our connections for both commercial and research projects.

## Business Development Support

Commercial pathways are typically unique to each individual project, so one of our core functions is to develop business cases and project development plans to define strategic direction. WaikatoLink endeavours to work with researchers to establish Project Development Plans and Business Cases that outline commercial, IP and technology development strategies and milestones.

## Technology Development Support

Some commercially-focussed projects may be eligible for technical support to help progress

technologies quickly. If your project is deemed eligible and resources are available, we can hire a student to work with you on technical developments.

### Technology Marketing

Communicating your research in market-friendly terms is vital in attracting the interest of potential industry partners and investors. WaikatoLink can aid in the development of the following materials: technology profiles, technology posters, researcher profiles, videos, and research group websites.

### Capital Raising

WaikatoLink's commercial team have years of experience in developing investment proposals for research-derived projects. We can work with you to put together a proposal and utilise our links to investment sources to secure funding for the development and commercialisation of your project.

### Commercial Deals

WaikatoLink will identify potential partners for your project through various channels including: existing industry connections, existing networks and relationships, other NZ commercialisation units or cold-calling target organisations. Establishing meaningful connections could result in the following outcomes: research collaborations or contracts, joint ventures, licence deals or technology sales. In such cases, WaikatoLink will play an active role in negotiating commercial deals to ensure the best possible outcomes for all parties.

### Workshops

An awareness and understanding of key commercialisation principles can be valuable in the university environment. WaikatoLink runs workshops throughout the year to discuss commercialisation, intellectual property and partnering. We have established and delivered the following workshops at the University of Waikato:

Commercialisation Workshop – Creating Value from Innovation: A full-day workshop delivered by Nigel Slaughter, GM Commercial at WaikatoLink.

IP Awareness Seminar: A 2-hour seminar delivered by Jessica King, Commercial Manager at WaikatoLink.