



An Australian Government Initiative



# COMMERCIALISATION AUSTRALIA

## Application Form

## Pilot Programs

Before using this form:

- Read the *Commercialisation Australia Pilot Program Guidelines* [the Guidelines].
- Note that applications are handled using the privacy and confidentiality provisions outlined in the Guidelines.

Any questions in relation to completing or submitting this form should be directed to the [CEOofCA@innovation.gov.au](mailto:CEOofCA@innovation.gov.au)

## Part A: Overview

### A1. Policy Objective

The policy objective of the *Commercialisation Australia* program is to build the capacity of, and opportunities for, Australia's researchers, entrepreneurs and innovative firms to convert intellectual property into successful commercial ventures, enhancing Australia's participation and competitiveness in the global economy and generating commercial returns from Australia's significant investment in public sector research.

### A2. Existing Commercialisation Australia Components

*Commercialisation Australia* (CA) currently provides assistance under four key components:

- **Skills and Knowledge:** grants up to \$50,000 to access specialist advice and services.
- **Experienced Executives:** grants up to \$200,000 over two years (up to \$100,000 per year) to engage an experienced Chief Executive Officer or other executive.
- **Proof of Concept:** grants from \$50,000 up to \$250,000 to assist with establishing the commercial viability of a new product, process or service.
- **Early Stage Commercialisation:** repayable grants from \$250,000 up to \$2 million to undertake activities focusing on enabling a new product, process or service to be taken to market.

Successful applicants are assigned a Case Manager throughout their engagement with the CA program, and have access to Volunteer Business Mentors for specific expertise.

### A3. Commercialisation Australia Pilot Programs

*Commercialisation Australia* has a broad mandate that includes investigating new commercialisation policy approaches and their applicability to the Australian innovation system, to remain responsive to changes in the innovation landscape.

This application form is for entities that wish to propose a new, alternative method of support for commercialisation that complements *Commercialisation Australia's* existing offerings.

Total funding of up to \$2 million per annum is available to run one large, or a number of smaller pilot projects per year to test new approaches. Proposals should be for short-term projects that can be completed in less than 12 months (**N.B.** *Commercialisation Australia* has no obligation to approve any pilot programs in any given year).

Proposals should address the three merit criteria:

- Plan and Potential
- Market Opportunity
- National Benefits

If a pilot program is successful it may become a permanent stream of assistance provided under *Commercialisation Australia*.

For further details, please see the *Commercialisation Australia Pilot Program Guidelines*, which are available on [www.commercialisationaustralia.gov.au](http://www.commercialisationaustralia.gov.au).

#### **A4. Who Can Propose a Pilot Program?**

Proposals may be made by individuals, public or private sector organisations, or industry bodies. Applicants proposing to deliver the pilot program themselves, and applying for funding to pay for the delivery costs, must be incorporated under the *Corporations Act 2001* at the time the application is made.

##### **You are able to satisfy the following:**

The pilot program is a new method of providing support for the commercialisation of intellectual property

The funding required from *Commercialisation Australia* does not exceed \$2 million

The duration of the pilot program does not exceed one year

If you are proposing that an organisation other than *Commercialisation Australia* should deliver the program, that organisation complies with the *Equal Opportunity for Women in the Workplace Act 1999*

## Part B: Applicant Details

**Individual** (please complete B1 and B3)

**Organisation** (please complete B1, B2 and B3)

### B1. Primary contact (for this application)

Title		
First Name		Surname
Job title		
Office telephone number		
Mobile telephone number		
Office fax number		
Email address		

### B2. Organisation name and registration (if an organisation)

Registered business name	
Trading name (if trading under a name other than the registered business name)	
Name of unit providing commercialisation assistance (if part of a larger organisation)	
Australian Company Number (ACN) (if applicable)	
Date of incorporation	
Australian Business Number (ABN)	
Is the organisation registered for GST?	

### B3. Address

#### Street address (if an individual or organisation)

Street address line 1		
Street address line 2		
Suburb/town		
State/Territory	Postcode	
Website address (if applicable)		
Organisation e-mail address (if applicable)		

#### Postal address (if an individual or organisation)

Is the postal address the same as the street address above?

YES

NO

If No, complete the following:

Postal address line 1		
Postal address line 2		
Suburb/town		
State/Territory	Postcode	

**Part C1: Pilot Program Description** *(One A4 page in total)*

**C1.1. Project Title** *(up to twenty words)*

**Proposed Start Date** *(no less than 60 days after submission)*

**Proposed Completion Date** *(no more than 12 months duration)*

**Funding Sought** *(can be nil)* *(no more than \$2 million)*

**Which Organisation Should Deliver the Initiative?**

*(Please specify: this may be Commercialisation Australia, the applicant or another organisation):*

(If relevant) Registered business name  
(If relevant) ABN

**C1.2. Brief Summary of the Pilot Program**

*In less than 250 words describe the proposed pilot program in plain language. What are the key objectives, how will it be delivered and what impact will it have?*

## Part C2: Merit Criteria *(Maximum six A4 pages in total)*

### C2.1. Market Opportunity

*(Up to two A4 pages)*

*Describe why there is a need for the program that is not already sufficiently dealt with by other Commercialisation Australia program components or processes, the private sector or by other government initiatives. This could include a proposed enhancement to Commercialisation Australia's existing offerings.*

*What evidence do you have supporting the need for the program (e.g. research, surveys, testimonials, commitments from prospective customers or participants)?*

*How will the proposed pilot program address this need?*

*What's new about the proposed program?*

*What other funding sources are potentially available for the program?*

### C2.2. Plan and Potential

*(Up to three A4 pages)*

*Describe how you propose the pilot program would be delivered, including timeline, the funding and resources required and your ability to meet the costs not met by Commercialisation Australia. (Please attach a detailed costing and program timeline, **refer to part C4.**)*

*Describe the capability of those you propose to manage and deliver the pilot program.*

*Show how the program objectives fit with Commercialisation Australia's policy objective (see A1, p.2)*

*What potential is there for the program to deliver a measurable outcome to Australia's innovation system?*

*How will success be measured and evaluated?*

*In the table below, please provide a set of Key Performance Indicators (KPIs) that will be measurable within the 12 month timeframe.*

<i>Key Performance Indicator e.g. increased industry – research engagement</i>	<i>Target e.g. technology showcasing initiative increases commercialisation partnerships (numeric value)</i>	<i>Date dd/mm/yyyy</i>
<b>Pilot Program</b>		

*Where applicable, please explain the rationale and strategy underpinning post-Pilot sustainability of your proposed program.*

- i Please note, it is important that, subject to the achievement of nominated Pilot Program KPIs, your proposal clearly sets out the extent to which the proposed program will be self-sustaining as of the completion of the Pilot.*
- ii In the case of a privately administered program (i.e. not an enhancement to existing offerings to be administered by Commercialisation Australia) this requires a projected Profit and Loss statement showing projections of revenue*

*(including customer payments, sponsorships, in-kind support etc) direct costs, associated marketing and promotions expenditure and an estimated timeline for break-even operations. This should be attached to the application, along with any further documentation you consider relevant, and itemised in Section C4 (below).*

*In the table below, please provide the set of longer-term KPIs of success that will be measured.*

<b>Post-pilot Sustainability</b>		

**C2.3. National Benefits**

*(Up to one A4 page)*

*Describe the potential to deliver the initiative on a national basis.*

*What are the potential benefits and how do they compare to the costs of implementing the program?*

**C3. Referee (optional)**

Where relevant, please provide contact details for a referee who can vouch for your previous experience in program or project delivery (e.g. a current or former client).

**C4. Additional Attachments**

Additional documents directly relevant to and supporting the application:

An itemised Pilot budget indicating staffing, operational and capital costs, and showing in-kind contributions, customer commitments, other sources of funding.

A Pilot program timeline that sets out the minimum time necessary to provide sufficient information to evaluate the pilot program KPIs (*maximum 12 months*)

Supporting evidence (e.g. letters of support/commitments from prospective customers or participants)

Other supporting documents

Post-pilot strategy: Projected Profit and Loss statement: Revenues (including customer payments, sponsorships, in-kind support etc), direct costs, marketing, promotions & general expenses with an estimated timeline to break-even operations.

Please list any additional attachments:

Tick where applicable	Name of document	How the attachment will be provided
<input type="checkbox"/>		
<input type="checkbox"/>		
<input type="checkbox"/>		
<input type="checkbox"/>		
<input type="checkbox"/>		
<input type="checkbox"/>		
<input type="checkbox"/>		
<input type="checkbox"/>		
<input type="checkbox"/>		

## Part D: Declaration

### D1. Authorised person declaration

A person authorised to make the relevant declarations on behalf of the applicant, must make the declaration. If any item is not checked to indicate agreement, *Commercialisation Australia* will not accept the application as complete and it will not be assessed.

I declare that I am authorised by the applicant to complete this form and to sign and submit this declaration.	<input type="checkbox"/>
I declare that I have read and understood the <i>Commercialisation Australia Pilot Program Guidelines</i> .	<input type="checkbox"/>
I understand and accept that I may be requested to provide further clarification or documentation to verify the information supplied in this form and that the Commonwealth may during the application process consult with other Commonwealth agencies about the applicant's claims and may also enlist external technical or financial advisers to advise on information provided in the application.	<input type="checkbox"/>
I understand that if the application is approved and a funding agreement is required, the applicant must be registered for <i>Goods and Services Tax</i> purposes pursuant to the <i>A New Tax System (Goods and Services Tax) Act 1999</i> .	<input type="checkbox"/>
<i>(If the applicant is a Relevant Employer under the Equal Opportunity for Women in the Workplace Act 1999):</i> I declare that the applicant complies with the <i>Equal Opportunity for Women in the Workplace Act 1999</i> .	<input type="checkbox"/>
I understand and accept that the Commonwealth will act decisively on any instance of deliberate non-compliance or of fraud and will prosecute to the full extent of law.	<input type="checkbox"/>
I understand and accept that the applicant must have regard to the Commercialisation Australia policy objective and, if receiving funding, must operate within the spirit of the program.	<input type="checkbox"/>
I declare that the information contained in this application together with any statement attached is and any further information or documentation subsequently provided to the Commonwealth in relation to this application is or will be—to the best of my knowledge—true, accurate and complete in all material particulars. I also understand that the provision of false or misleading information or the making of a false or misleading statement to the Commonwealth in an application is a serious offence.	<input type="checkbox"/>
The application is complete and contains sufficient information to undertake a merit assessment.	<input type="checkbox"/>

### D2. Authorised Signatory Details

Title	
Given name	
Family name	
Job title	

### D3. Signature

Signature	Date
Print name of signatory	

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## Submitting your application form

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Applications for support for *Commercialisation Australia* pilot programs must be:

- emailed to [CEOofCA@innovation.gov.au](mailto:CEOofCA@innovation.gov.au); and
- a signed hard copy sent to:

Chief Executive Officer  
Commercialisation Australia  
GPO Box 9839  
CANBERRA ACT 2601

The CEO will seek the advice of the *Commercialisation Australia* Board before making a decision on your application. Applicants will be advised in writing of the decision.

Any questions in relation to completing or submitting this form should be directed to the [CEOofCA@innovation.gov.au](mailto:CEOofCA@innovation.gov.au).