



Your commercialisation journey

There's no one journey a business should take to commercialise your IP, however there are steps to consider during your commercialisation journey.

1.

**UNDERSTAND
COMMERCIALISATION**



2.

**DECIDE HOW
TO SOURCE AND
PROTECT YOUR IDEA**



3.

**REVIEW THE IP
BACKGROUND:
DUE DILIGENCE**



4.

**CHOOSE YOUR
COMMERCIALISATION
VEHICLE OPTION**



5.

**CHOOSE YOUR
BUSINESS
STRUCTURE**



6.

**DECIDE HOW TO
FUND YOUR IDEA**



7.

**FINALISE YOUR
COMMERCIALISATION
PLAN**

