



Investing in Innovation  
for Business Growth

Waikato Innovation Park  
"Growing Technology Business"



# The Next Steps

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# So what are your next steps

Generally speaking three distinct options to take

- Do nothing
- License the technology to someone else
- DIY Model



# But first a Question

Is your product a

- Platform Technology?
- Has many applications?
- A Niche Product?
- Adds to someone else's technology?



# Do Nothing

Ask yourself these three questions

- What pain does it cure?
- What are they prepared to pay for it?
- What is your USP?



# Licensing Model

Comprises

- negotiating a license deal with a third party
- who will manufacture and market your product
- in return pay you a royalty in relation to your licensing deal.

**NB** - you will need some sort of products protection



# Licensing Model

## Pros

- Little capital required
- Less expertise required
- Build on other people's existing reputation and market coverage
- Share risk
- Sit back and wait for payments to be received!!



# Licensing Model

## Cons

- Finding the right licensee
- Lack of control
- Other party takes a slice of profits



# Where do I go to get help with licensing ?

A very specialised role so get expert advice

- Commercialisation Specialists
- Your Accountant
- Your Lawyer



# DIY Model

## Areas to consider

- The Team
- IP strategy
- Raising Capital
- Governance
- Route to Market
- Manufacturing
- Company Management
- Sales and Marketing



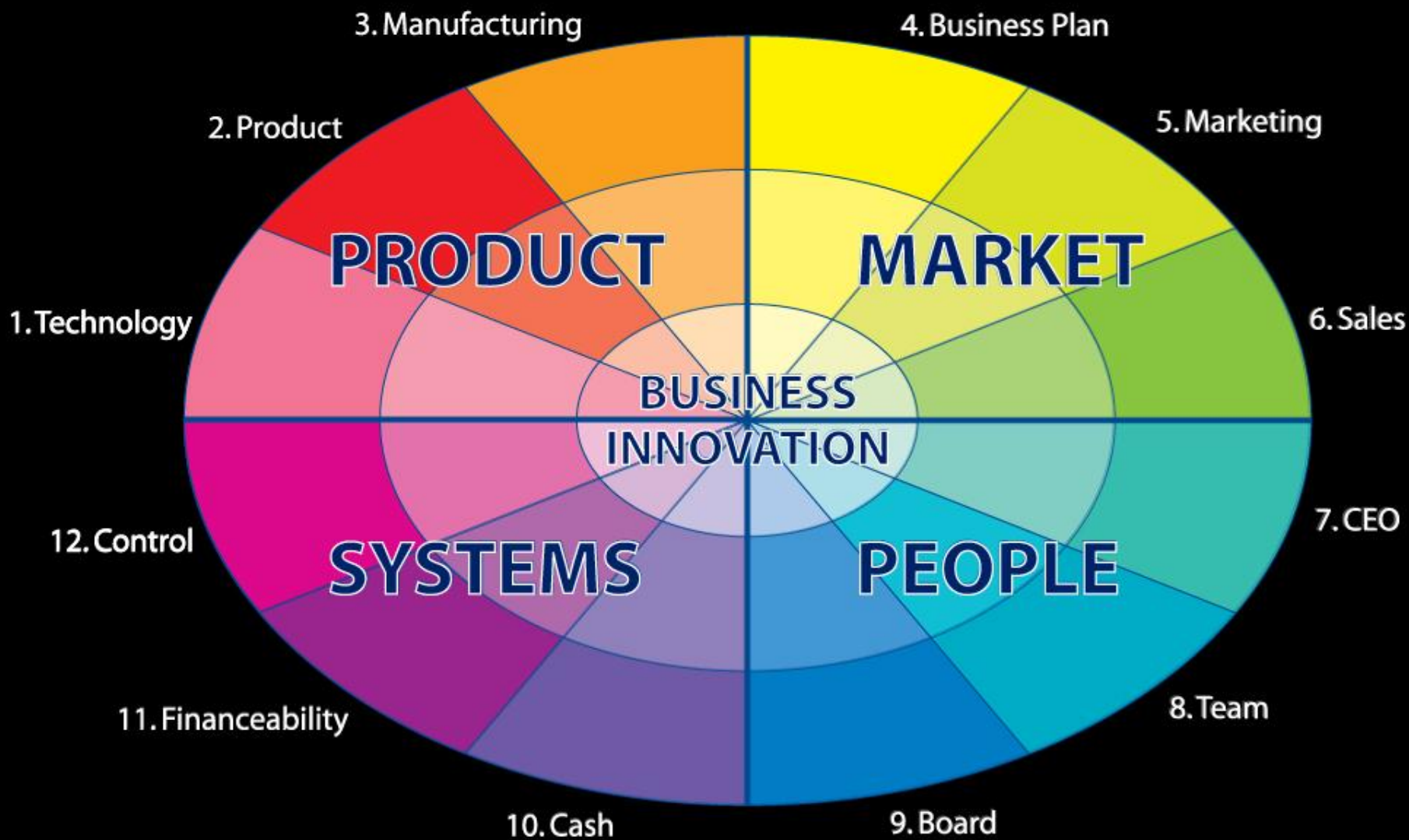
# Which areas are the most important?

In order

- People
- People
- People
- Product.



# The Team



# So who can help you?

- **General Business advice and support**
  - Your local Economic Development Agency (EDA)
  - Mentors NZ - [www.businessmentors.org.nz](http://www.businessmentors.org.nz)
- **General Financial Advice**
  - Your bank (various guides)
  - Your Accountant
- **IP Advice**
  - Patent Agents
  - EDAs
  - Commercialisation Specialists



# So who can help you?

## Investment Capital

- NZTE Escalator Program [www.nzte.govt.nz](http://www.nzte.govt.nz)
- Angel Association New Zealand  
[www.angelassociation.co.nz](http://www.angelassociation.co.nz)
- Greenfields Network  
[www.greenfieldsnetwork.co.nz](http://www.greenfieldsnetwork.co.nz)
- NZ Venture Capital Association [www.nzvca.co.nz](http://www.nzvca.co.nz)



# So who can help you?

## Company Governance

- IOD [www.iod.org.nz](http://www.iod.org.nz)
- Chambers of Commerce  
[www.newzealandchambers.co.nz](http://www.newzealandchambers.co.nz)

## Business Incubation

- Incubators New Zealand [www.incubators.org.nz](http://www.incubators.org.nz)

## Technology Research Funding

- TechNZ [www.technz.co.nz](http://www.technz.co.nz)



# Waikato Innovation Park's Contact Details

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