



Department of  
**Industry and Resources**

***IS YOUR TECHNOLOGY READY FOR THE BIGGEST BIOTECH  
MARKET IN THE WORLD?***

The USA leads the global biotechnology industry in terms of both size and investment being home to one third of all biotech companies and producing 78% of global public company revenues topping USD814 billion in 2005.

Getting noticed in such a large marketplace is daunting, but the potential returns are enormous.

Taking biotechnology products to market requires a global focus and good business practice. As part of its California Connect Program, the Department of Industry and Resources is offering an innovative educational program to assist companies develop and implement a commercialisation strategy for the USA.

**USA Commercialisation Roadmap – Pilot Program**

I am pleased to offer you the opportunity to submit an Expression of Interest to participate in the USA Commercialisation Roadmap pilot program. Conducted by Jdrlegal this program will be conducted over a four month period from June to September 2006, culminating in a week long visit to the USA.

Consultants Jdrlegal offer legal and business development services with a focus on intellectual property management. With offices in Melbourne and Los Angeles, the team include legal practitioners from Australia and the USA who have substantial business and corporate experience. They have extensive networks into and knowledge of the USA biotechnology market, and expertise in commercialisation strategies and legal requirements for the USA market. Jdrlegal have a sound history of presenting commercialisation seminar programs to clients including the Australian Trade Commission, the Queensland Government, the American Chamber of Commerce in Australia and IBM Healthcare and Life Sciences.

Participating companies will receive a commercialisation assessment which will then lead to the development of a commercialisation strategy and intellectual property due diligence report. Participants will then travel with the Jdrlegal team to Los Angeles, California to begin implementation of the strategy. Upon return, Jdrlegal will continue to provide support to participating companies for two months to assist with negotiating commercial contracts in Australia and the US.

Total time commitment required by each company is 7 days in WA, spread over the 4 month program, plus a 5-day visit to the USA.

As the pilot, DOIR will cover the program delivery costs, which are valued at \$7,500 per company.

This is a unique opportunity to receive expert assistance in developing a customised commercialisation Road Map in relation to the USA market. I encourage you to consider submitting an expression of interest for this program. Submissions close Friday 19 May 2006.

Kind regards

Keith Anthonisz  
Manager, Biotechnology

# USA COMMERCIALISATION ROADMAP

## Program Details

The program will be implemented over six stages:

### **STAGE 1      Application process**

Submission of Expressions of Interest and Selection Criteria.  
Close by Friday 12<sup>th</sup> May 2006.

### **STAGE 2      Commercialisation Assessment**

**Duration** 1 Day, on site

The Jdrlegal team with DoIR staff will conduct confidential discussions with each company about their existing legal intellectual property position, commercialisation intentions strategy and technology, identified market opportunities and competition. The review of intellectual property will include an assessment of each company's: registered and common law intellectual property portfolio; intellectual property management processes and procedures; licensing structures strategies and documents; partnership engagement and supply chain models and documents; and key performance indicators for company staff and partners/supply chain.

### **STAGE 3      Development of Commercialisation Strategy**

**Duration** Over 5 Days the Jdrlegal team will work remotely, contacting each company by telephone and email as needed.

Commercial information and data from Stage 2 will be reviewed and a written Intellectual Property Commercialisation Due Diligence Report will be developed for each company. The Report will comprise a licensing strategy and structures, negotiation strategy and approach to USA business partners and supply chain participants, a matrix for selecting partners and supply chain participants and identification of USA market data requirements.

### **STAGE 4      Delivery of IP Due Diligence Report**

Jdrlegal will deliver a soft copy of the Intellectual Property Commercialisation Due Diligence Report to DOIR and each Pilot Group company. After delivery of the reports, Q&A sessions will be scheduled with each Pilot Group company (via telephone or email) to go through the reports and plan for the implementation phase of the Pilot Program.

### **STAGE 5      Implement USA Intellectual Property Commercialisation Strategy**

**Duration** 1 day in Perth, 5 days in Los Angeles and 2 days travel time

The Jdrlegal team will travel with participating companies to Los Angeles, California for five days to commence research on market opportunities and competitors and commence networking and discussions with potential partners and customers.

### **STAGE 6      Access to the IP Help Desk**

**Duration** 2 Months

Each participating company will have two months access to the Jdrlegal IP Help Desk service to assist with negotiating their commercial contracts in Australia and the USA. For more information on the Jdrlegal IP Help Desk service please visit [www.jdrlegal.com.au](http://www.jdrlegal.com.au)

# USA COMMERCIALISATION ROADMAP

## Expression of Interest

Consideration will be given to companies who are able to demonstrate their suitability for participation.

## Selection Criteria

**Answers need only be a maximum of 250 words per question.**

1. Provide a brief description of your product, your targeted end users, your competitive differentiation and the potential commercial value.
2. Provide a brief description of your management team and their skills for commercialisation.
3. What is your immediate (next 6 months) objective for the USA market?
4. How will the proposed project support your existing business plan?
5. What do you believe are the potential benefits to WA of your entry into the US market?

### NOTE:

1. All questions must be completed to establish eligibility and selection.
2. Eligibility for the USA Commercialisation Roadmap program does not automatically guarantee acceptance. The Department will competitively assess all applications.
3. Completed reports from Jdrlegal will also be assessed by the Department as part of our evaluation of the program. All assessments will be commercial in confidence.

For your Expression of Interest to be considered please return the enclosed Application Cover Sheet together with a Submission Addressing the Selection Criteria by **Friday 19<sup>th</sup> May 2006** to:

**Diana Cameron  
Department of Industry and Resources  
L6, 1 Adelaide Terrace  
East Perth WA 6005**

For further details please contact:

Diana Cameron  
Tel: 9222 0462  
Email: [Diana.cameron@doir.wa.gov.au](mailto:Diana.cameron@doir.wa.gov.au)



Department of  
**Industry and Resources**

**USA COMMERCIALISATION ROAD MAP**

**Application Cover Sheet**

**Organisation:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Web:** \_\_\_\_\_

<b>Key Contact</b>	Please identify a management-level contact person who is able to respond to any information request within 2 calendar days.	
Name:	_____	
Position:	_____	
Tel: _____	Fax: _____	Mob: _____
Email:	_____	

Please outline any past, current or planned USA market activity:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Technology you intend to apply this program to:

\_\_\_\_\_

\_\_\_\_\_

Please return, along with a statement addressing the selection criteria by **19 May 2006** to:

**Diana Cameron**  
**Manager, Export Development Biotechnology**  
**Department of Industry and Resources**  
**L6, 1 Adelaide Terrace**  
**East Perth WA 6005**