



**Department of Economic Development,
Tourism and the Arts**

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Harness the competitive potential of your business

MARKET READY COMMERCIALISATION PROGRAM (MARKET READY)

Program overview:

Developed by the Department of Economic Development, Tourism and the Arts, the Market Ready Program will teach you the skills necessary to take your innovative product, process or service to market and to undertake product commercialisation and business growth. The program is delivered by business consultants with significant commercialisation experience.

The Market Ready Program covers:

- Introduction to commercialisation
- Proof of concept, product, and market
- Intellectual property and Small Business Governance
- Production, Communications, Marketing & E-Commerce
- Financial forecasting
- Expansion and scaling up
- Investment and financing

Who is it for?

The program is suitable for Tasmanian businesses that are seeking to commercialise an innovative process, product or service. To be eligible you will need to rate strongly against the following criteria.

- You have clearly outlined the opportunity to commercialise the innovative and tradeable product, process or service.
- You are seeking long-term business growth.
- Your commercialised innovation has strong potential for the generation of employment, investment, exports or import replacements.
- You have a working prototype for an innovative product, service or process improvement or have made significant progress towards this.
- You have demonstrated management capacity.
- You have demonstrated your commitment to the market and your customers.
- You must have an ABN and/or ACN.

Why is Market Ready important?

It is important in today's challenging market environment for more than one person within an organisation to have the skills necessary to develop and promote new products, services or processes. In remaining competitive, the Market Ready Program is an effective means of increasing the range of workplace skills and competencies.

The program provides successful applicants with 10 days of FREE professional assistance, valued in excess of \$5 000.

When is Market Ready held?

The upcoming workshops will be held at Tasmanian Technopark in Hobart between 22 September 2009 and 24 November 2009.

How do I apply?

Participation in the program is through a pre-selection process. Interested parties are invited to complete a Market Ready Commercialisation Program application form to establish if the program fits their needs, level of innovation and stage of development.

Applications close on 2 September 2009. Successful applicants will be invited to attend the program.

What will I need to do if successful?

You will need to commit to attending all 10 days of workshops.

In addition, you will be required to assist the department by providing reports which detail information such as number of employees in your business, sales generated, and new investment.

What next?

Please complete the Market Ready Commercialisation Program application form available at http://www.development.tas.gov.au/innovation/skills_programs.html and return it to:

Department of Economic Development, Tourism and the Arts

Business Point

GPO Box 646, Hobart TAS 7001

Website: www.development.tas.gov.au/innovation

Email: businesspoint@development.tas.gov.au

Tel: 1800 440 026

Fax: 03 6233 5800

For more information regarding the Market Ready Program please contact Business Point on 1800 440 026.