

Innovation, Science & Technology

BELIEVE IN YOUR IDEAS



2009 IDEAS Workshop

Supporting the commercialisation of innovation in Tasmania

Registrations close on 3 November 2009

WE DO

IDEAS Workshop

The Innovation Development Early Assessment System (IDEAS) can be applied easily to assess the opportunity, the risks and the complexity of commercialising a new business idea.

IDEAS can be used in several ways including to provide insight for fine tuning an idea into a stronger commercial proposition, re-evaluating an idea that has been modified or as a framework for presenting an idea to people who may be able to help you to commercialise it.

- It is a **structured methodology** that uses a comprehensive set of standardised assessment criteria.
- It is aimed at **early assessment** when there is not much tangible data available.
- It is designed to identify ideas with **genuine commercial merit**.
- It is designed to assist with mapping the **strategic alternatives for commercialisation**.

The IDEAS method has been developed and is delivered by Associate Professor Jack English from the Australian Innovation Research Centre.

Why IDEAS is important?

It is important to be able to assess the commercial feasibility of new ideas at a very early stage when it is the least costly to identify and eliminate likely failures.

Who is it for?

This one day workshop is intended for individuals or businesses that have an idea for a new product, process or service and are interested in applying an assessment tool to determine its commercial viability.

When & Where

The IDEAS method will be delivered in the form of a one-day workshop as follows:

- Tuesday, 10 November 2009 – Burnie

Workshop cost

The one-day workshop fee is \$55* per person including a handbook and full-day catering.

*GST inclusive. Economic Development and Tourism and the Australian Innovation Research Centre has subsidised this workshop.

Registration Form / Tax Invoice

Individual's Name		Title
Position		
Business Name		
Trading Name		
ABN		
<i>Business physical address</i>		
Street Address		Post code
Suburb		State
City		
<i>Postal address (if different to physical address above)</i>		
Postal Address		Post code
Suburb		State
City		
Land Phone		
Mobile Phone		
E-mail		
Website		

Enclosed is a cheque made payable to Economic Development and Tourism

or

Please charge my

MasterCard

Visa

Diners Club

American Express

Number: _____

Cardholders Name (please print):

.....

Card Expiry Date:

Total Payment: \$.....

Signature:.....

- Workshop fee \$55 (GST inclusive)
- Registrations close on 3 November 2009
- This document will be a tax invoice for GST when you make your payment, ABN: 84 531 577 304
- Payment is required prior to workshop commencement
- Full refund available only if cancellation or transfer advised 7 days or more before workshop commencement

Please return this form with payment to:

Ildiko Kun May

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Fax: (03) 6233 5800

Email: Ildiko.KunMay@development.tas.gov.au

This initiative is brought to you by Economic Development and Tourism and the Australian Innovation Research Centre.