



Australian Government

AMPMGT806 Commercialise research and technology product or idea

Release: 1

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Modification History

Release	TP Version	Comment
1	AMPv1.0	Initial release

Application

This unit describes the skills and knowledge required to undertake the fundamentals of product/idea commercialisation. It describes the process from conception to launch to full production.

Competency requires developing the skills and knowledge to successfully research, analyse, cost and develop a business opportunity for a product/idea. This unit also describes the skills required to manage commercialisation and evaluate product success.

This unit applies to leaders or managers responsible for developing a commercialisation strategy for an innovative product or technique, which has been developed through research.

Leaders undertaking product commercialisation must investigate and negotiate the legal and partnership implications of commercialisation, undertake market testing and develop commercialisation strategies.

No occupational licensing, legislative or certification requirements are known to apply to this unit at the time of publication.

Pre-requisite Unit

Nil.

Unit Sector

Elements and Performance Criteria

Element	Performance criteria
Elements describe the essential outcomes.	Performance criteria describe the performance needed to demonstrate achievement of the element.
1. Investigate commercialisation options	1.1 Describe product/innovation to be commercialised 1.2 Analyse innovation alignment against organisation's innovation objectives

Element	Performance criteria
	1.3 Research, analyse and test market opportunities 1.4 Investigate optimum business structure and funding options
2. Develop commercialisation proposal	2.1 Determine resourcing requirements 2.2 Develop marketing plan 2.3 Determine supply chain strategy 2.4 Determine strategies for managing Intellectual Property (IP) 2.5 Determine environmental sustainability of proposed product/idea 2.6 Develop risk mitigation plan 2.7 Negotiate proposal modifications with key stakeholders
3. Prepare for implementation	3.1 Develop project implementation plan 3.2 Determine monitoring process 3.3 Establish and develop required business processes 3.4 Assemble project team

Foundation Skills

Foundation Skills essential to performance are explicit in the performance criteria of this unit of competency.

Range of Conditions

Unit Mapping Information

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Links

Companion Volume implementation guides are found in VETNet - <https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=5e2e56b7-698f-4822-84bb-25adbb8443a7>