



Australian Government

AMPMGT806 Commercialise research and technology product or idea

Release: 1

AMPMGT806 Commercialise research and technology product or idea

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

MTMBUS706A Commercialise research and technology product/idea	E
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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>

Assessment Requirements for AMPMGT806 Commercialise research and technology product or idea

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Performance Evidence

Candidates must undertake the fundamentals of product/idea commercialisation from conception to launch to full production.

Candidates must demonstrate ability to:

- analyse market trends
- budget, including forecasting, capacity and asset analysis, setting targets and compliance mechanisms
- negotiate licensing IP (in and out), contractual supply chain arrangement and partnerships
- use communication skills to:
 - maintain appropriate relationships with colleagues and others
 - value and be open to the opinions of others
 - work as part of a team
 - model collaborative communication and learning
 - use active listening and negotiation skills
 - present and negotiate proposals
 - seek opinions and feedback from a range of stakeholders
 - develop plain English texts desling with complex ideas and concepts
- generate and evaluate ideas by analysing information and concepts at an abstract level
- provide strategic leadership during change and negotiation processes
- use problem-solving, initiative and enterprise skills to:
 - direct, motivate, consult and delegate appropriately
 - collect, analyse and interpret data using a range of methods
 - shape strategic thinking and inspire others with a shared vision
 - work with teams with diverse emotional intelligence and cognitive ability
- provide leadership in workplace health and safety practice, ethical standards and legislative requirements
- review own personal and professional competence against personal development objectives
- support and use participative arrangements aimed at establishing trust

- to develop, negotiate and structure an agreed commercialisation strategy
- to apply leadership style and approach appropriate to individuals involved, outcomes being sought and contextual factors

Knowledge Evidence

Candidates must demonstrate specialised and integrated technical and theoretical knowledge of:

- relevant legislation
- business strategies and legal requirements underpinning trademarks, copyright and patents
- legal requirements underpinning partnership arrangements, contracts and taxation
- commercial environmental analysis techniques, including Strengths, Weaknesses, Opportunities, Threats (SWOT)/TOWS
- market testing strategies and techniques
- strategies for analysing and assessing the upstream and downstream implications of an innovation
- risk assessment strategies and techniques
- team selection, management and support strategies
- environmental sustainability principles

Assessment Conditions

Competency must be demonstrated through sustained performance over time, at an appropriate level of responsibility and under typical operating and production conditions for the enterprise.

Assessment must ensure:

- access to an actual workplace or simulated environment
- assessment over a sufficient timeframe to allow holistic assessment of the candidate's capacity to lead the development of a commercialisation strategy
- resources normally used in the workplace, including organisational policies and procedures, and relevant legislation
- access to stakeholders, potential partners and clients

Assessors must satisfy current standards for RTOs.

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