

Commercialisation Pathways and a Map for Avoiding the Valley of Death

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There has never been more pressure on the Scientist-Entrepreneur to get it right first time when it comes to developing a product that commercializes some exciting piece of intellectual property. New products and services will enter a constantly shifting market where customers expect continuous enhancement of value and performance and manufacturers must constantly implement advanced manufacturing techniques and work more effectively in increasingly global supply chains. The days of generously funded early ventures with ample development time now seem to belong to a past so distant that it has reached the status of fable. Using as examples the successes from MiniFAB's medical device development and manufacturing services, this talk will suggest a map for product development and commercialization that minimizes risk and optimizes the chance of introducing a successful new product to the market on time, and on budget.

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