



MTPConnect

MedTech and Pharma Growth Centre

CRC-P Information Session

MTPConnect

→ Championing a sector-led approach to accelerating the growth of the medical technology, biotechnology and pharmaceutical ecosystem in Australia



Australian Government
Department of Industry,
Innovation and Science

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Entrepreneurs' Programme (EP)

The Australian Government's Flagship Program providing advice, assistance & tailored support to SMEs to:

- improve business capability and competitiveness
- improve collaboration with research institutions, and
- facilitate the commercialisation of new products, processes and services.

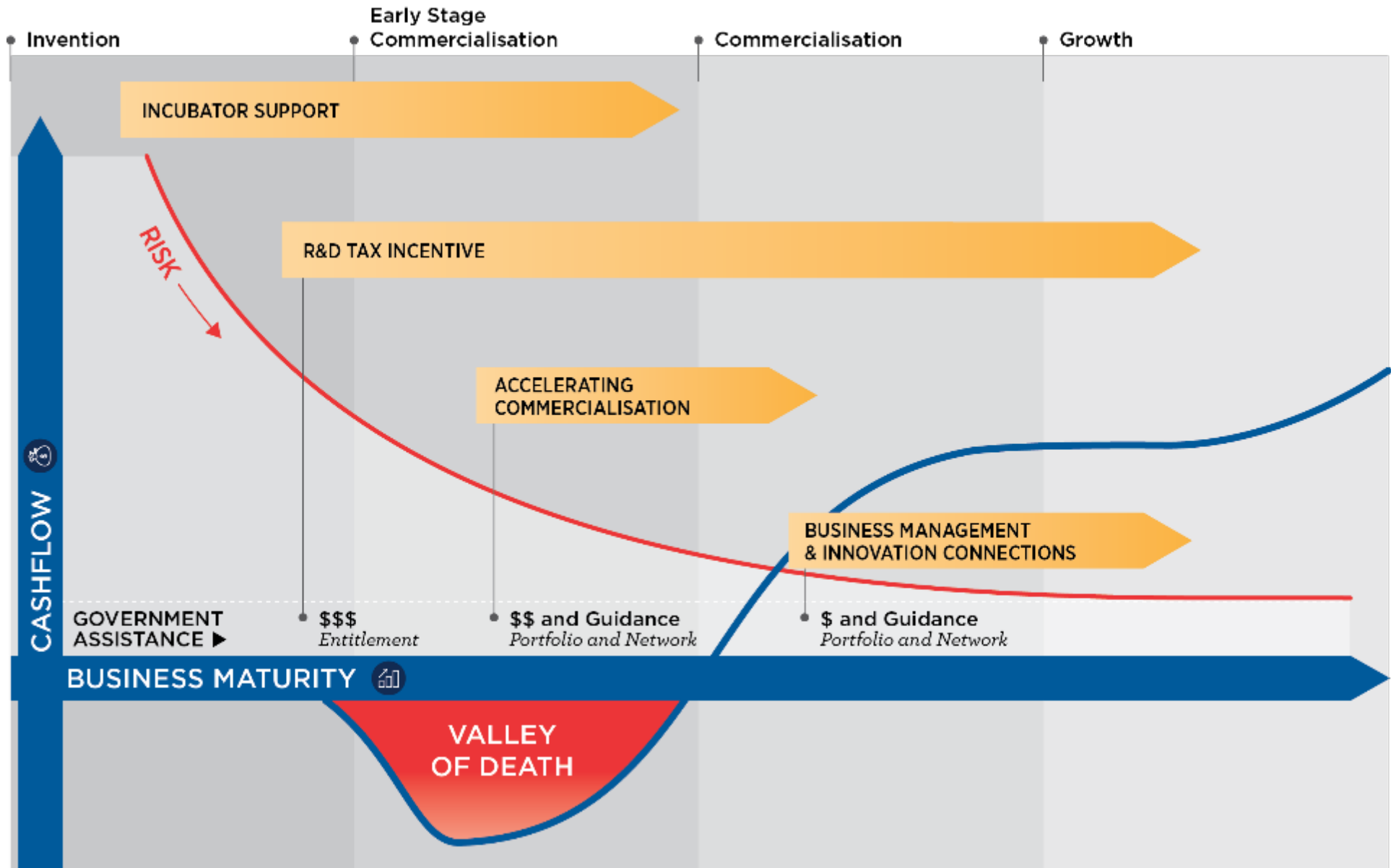
Accelerating
Commercialisation

Business
Management

Innovation
Connections

Incubator
Support

Entrepreneurial Infrastructure





Accelerating Commercialisation

Eligible applicants can be one of the following:

- Non-tax exempt Australian company
- Individual, researcher, partnership or unincorporated trustee who agrees to form a non-tax exempt Australia company if successful
- A commercialisation office of an Australia University or research organisation

Applicants must also:

- Have an annual turnover less than \$20 million (for-profit companies only)
- Have a novel product, process or service you wish to commercialise and trade
- Have ownership, access to, or beneficial use of any intellectual property necessary to carry out your eligible project
- Comply with the Workplace Gender Equality Act 2012
- If applying for grant funding be able to demonstrate the ability to fund at least 50% of your project cost

Applicants do not have to be in one of the EP growth sectors to be eligible



Service Offerings – BM & IC

- Business Evaluation:** Whole of business support
Additional value-add offerings include design thinking, cybersecurity, market trend analysis, digital enablement, technology solutions, benchmarking etc
- Supply Chain Facilitation:** Improving supplier-buyer networks
- Growth Services:** Business support focused on a growth opportunity
- Learning Events:** Address specific needs in a group setting
- Innovation Connections:** Research linkages; graduate & researcher placement

Requirements:

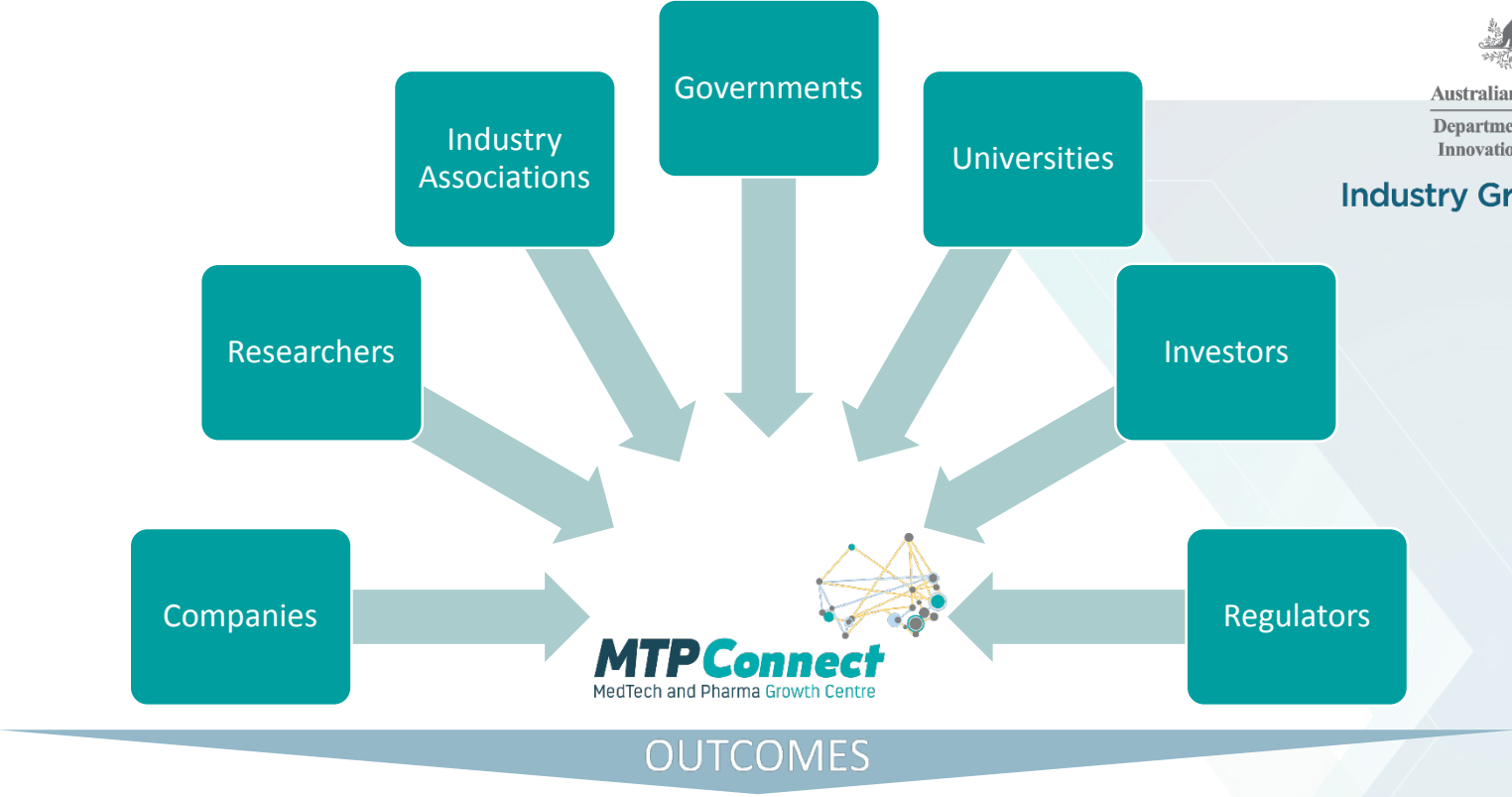
*Turnover between \$1.5M (\$750k for remote & northern Australia) & \$100M for previous 2 financial years
Must fit in an EP Growth Sector*

MTPConnect's goal is to accelerate the growth of Australia's MTP sector



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Regulatory reform



Improved access to global supply chains and international markets



Improved engagement between research and business



Improved management and workforce skills

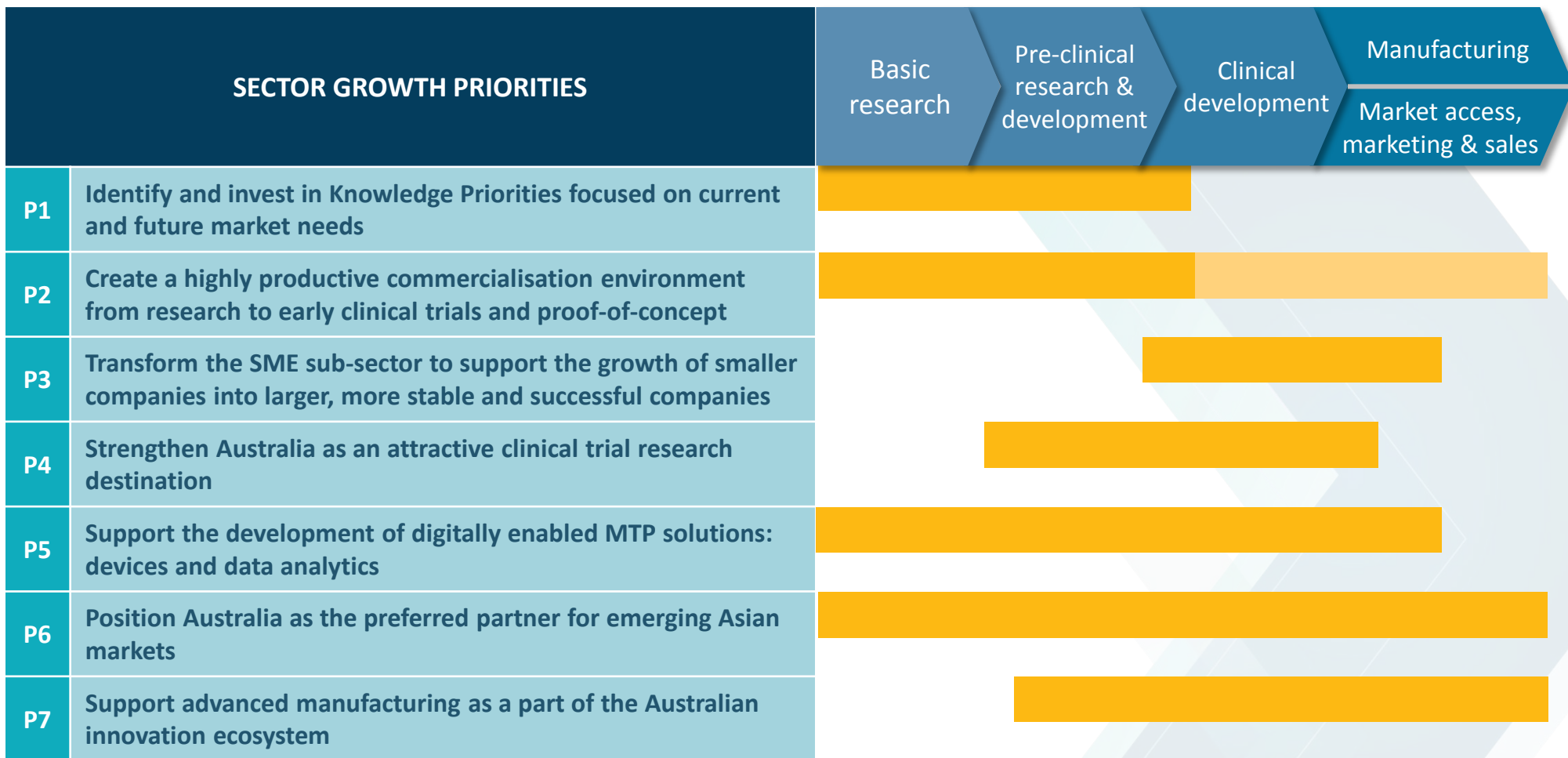
MTPConnect's experience with CRC-Ps

- Cooperative Research Centre Program (CRC) Round 19 (1/4 of the successful grants in MTP sector)
 - Future Aging CRC and Digital Health CRC reached Stage 2 invitations
 - Digital Health CRC received full funding (grant - \$55million, \$56 million in industry cash funding, and \$118 million in-kind funding).
- Cooperative Research Centre Program (CRC) Round 20
 - Two applications; progression to Stage 2 invitation
- Cooperative Research Centre Projects (CRC-P)
 - Evaluation of 127 applications.
 - 29 successful CRC-P grants in the MTP sector. MTPConnect has been significantly involved with 19 of those
 - **\$41.1** million of funding.

MTPConnect's role in industry-focused grants

- CRC bids and CRC-P applications
- PRE-SUBMISSION
 - Alignment with knowledge and sector priorities (be specific and explain how)
 - Focus (significant industry problem- tech pull not push), unmet need, impact to the economy...eg national priorities
 - Competitive landscape
 - Path to market, business case
 - Collaboration partners (industry, academia, MRIs, etc)- new/existing collaboration
 - Value proposition and impact
- POST-SUBMISSION
 - Feedback to Department of Industry (similar projects, project plan, team, ability to deliver desired project outcomes, and level of support for project).

Seven Sector Growth Priorities



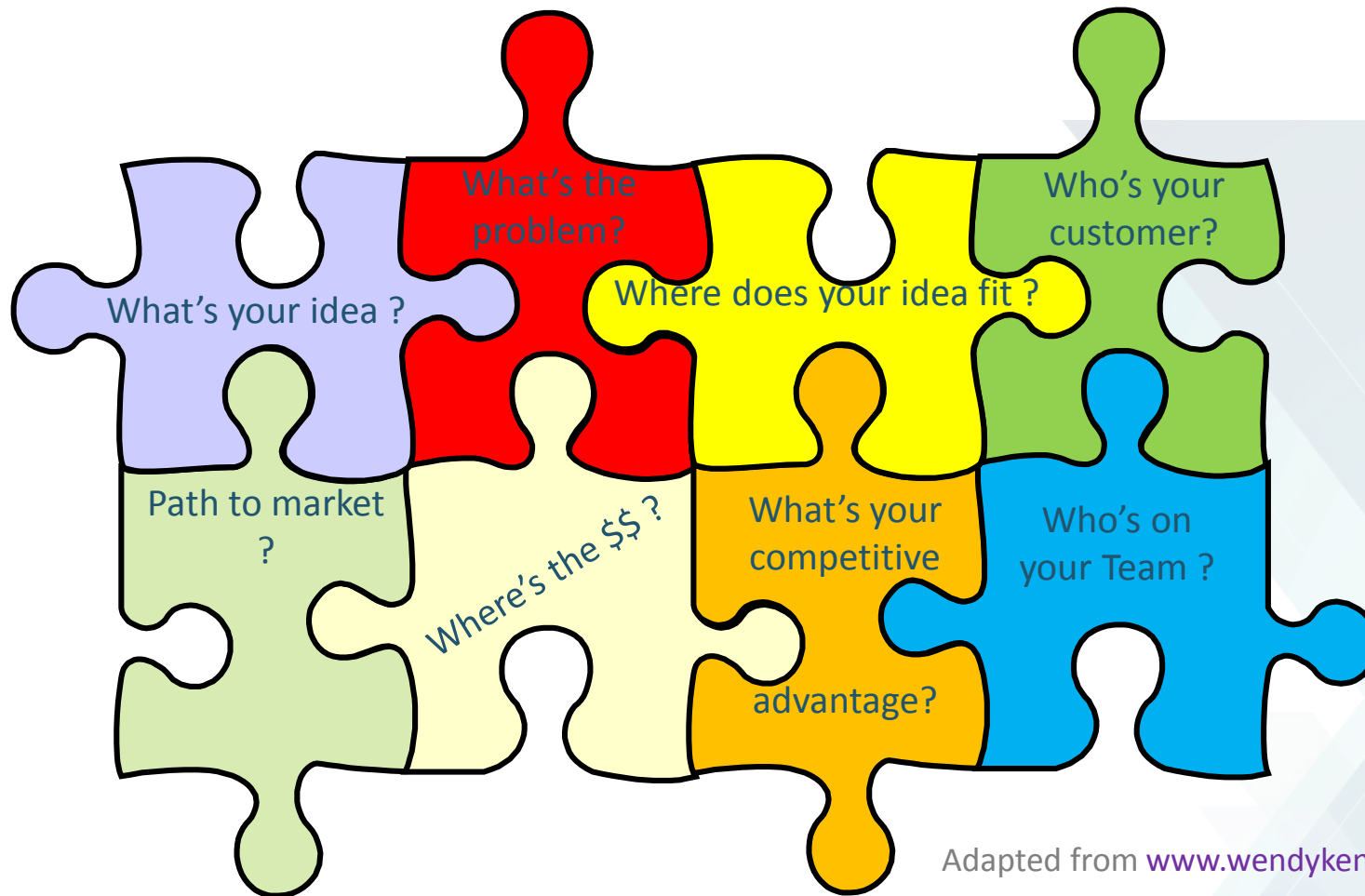
Some learnings, reminders

- ***CRC-Ps are industry-focused grants***
 - Talk about an unmet need. The **STORY** is more important than the science.
- Be precise, concise, and clear
- Share your application with people “outside” of your knowledge sphere...
- Competition
- **What is your value proposition ??**
- Path to market
- What happens at the end of CRC-P ?
- Crossover with other GCs...
- Cash is KING !

Applications focused on AI....

- What is your competitive advantage in the AI space (beyond a NN, large database for training, etc) ?
- **What about data integrity/security ?**
- Review/visit AustCyber priorities/tips (www.austcyber.com)

The storyboard



Adapted from www.wendykennedy.com

Summary

- GCs do not play any role in the decision-making process, have contact with Advisory Panel, or get involved in the management of the award
- GCs DO provide independent support to applicants in identifying collaboration partners, focus, feedback around path to market, competition, and value proposition
- GCs have intimate knowledge of the sector and access to excellent networks
- We can help in developing a compelling story aligned with national priorities
- We are here to help- engage often and engage early !

CONTACT US FOR FURTHER
INFORMATION



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