Navigating the Valley of Death

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Innovative Challenge

The final value proposition for new IP is rarely clear at the outset.

R&D (Invention)

Commercialisation
Value Proposition – Left Brain
Value Proposition – Left Brain

- Features & Benefits
- Business Model
- Delivery Model (Supply Chain)
- Service & Support
- Return on Investment
- Competitive Advantage
Value Proposition – Right Brain
Value Proposition – Right Brain

- Brand
- Credibility/Reputation
- Politics & Feel Good Factors
- Basic Emotions (e.g. Fear, Greed)
- Inertia
- Personal Relationships
Left Brain/Right Brain Decision Making

2013 Holden Caprice Sedan
6 SP Automatic
9.8L/100km

2012 Maybach Landaulet Sedan
5 SP Automatic
14.7L/100km
Value Proposition

VP will always be a combination of Left and Right brain drivers for every transaction interface across the Supply Chain
Funding Sources

- Customers
- Founders, Family and Friends
- Angels
- Venture Capital
- Strategic Corporates
- High Net-Worth
- Debt
- Crowd Funding
- Public Markets
Case Study

Global Kinetics Corporation Pty Ltd

- Melbourne based medical technology company
- Developed Parkinson's KinetiGraph (PKG) System
- PKG remotely records patient symptoms and reports this information to health professionals
- The system also reminds the patient when to take their medication
- $400,000 grant
- Raised >$7m to date (mixture of HNW and Specialist VC)
- Sep 2014 achieved FDA approval
Inspire – get people on board
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