

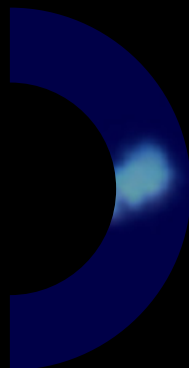


TRAM Program Guide

Australia's premier University-based
research impact accelerator program



Tram
Translating Research
at Melbourne





"I feel that now I'm approaching a research problem rather differently. I ask myself, you know, is this what the customers want, will it actually have tangible outcomes, will it actually impact someone?"

Prof Elaine Wong

*Associate Dean, Melbourne School of Engineering,
opVISIONary (TRAM 2018)*

About TRAM

Established in 2016 at the University of Melbourne, TRAM is Australia's premier university-based research impact accelerator. TRAM was created to provide the research community with experiential training that empowers them to create commercially viable solutions to high-impact problems from quality research.

TRAM educates and supports researchers to enable them to create lasting change in the world through research impact.

We're developing an entrepreneurial research culture that enables the research community to better engage with industry, enhancing Melbourne's reputation as a world leader in research translation.

TRAM has already trained nearly 250 researchers from eight faculties and four Melbourne Biomedical Research Institutes and the future is looking even brighter.



How it works

TRAM runs a comprehensive suite of four programs that enable researchers to understand their target market, assess the viability of commercialisation opportunities and successfully bring them to market.

Our programs are designed to create and deepen the understanding of research entrepreneurship within the research community, enhancing the perception and pursuit of research impact.

TRAMx provides an accessible entry point to research entrepreneurship and commercialisation, teaching transferable skills that can be applied to all research disciplines.

Our Track and Runway programs progressively build your entrepreneurial capability via focused support and team-based experiential education, giving you the best chance at continued success.

TRAM Air provides concentrated support to help advanced teams working on market-focused research projects achieve key commercial outcomes, including incorporation, product sales, and investment attraction.

Who is TRAM for?

If you're a research staff member or post-graduate student at the University of Melbourne or within the Melbourne Biomedical Precinct, you're eligible to apply for TRAM.

For researchers that are considering a commercial career, TRAM provides the opportunity to work on commercialisation of a research project in a practical and guided manner.

For established academic researchers, TRAM offers the opportunity to improve capability in industry engagement and innovation management, and also trains academics to support commercial career options for their RHD students and post-doctoral staff.

"I'm interested but I don't know where to start"

1

TRAMx

A 2-day intensive bootcamp that provides an introduction to the TRAM methodology

"We've got a research project with impact potential, and I need a best-practice approach to follow"

2

TRAM Track

An 8-week pre-accelerator program that helps research teams establish their value proposition and undertake problem validation through customer engagement

"We have a target customer segment, but need intensive support to get to market"

TRAM Runway

A 12-week accelerator program that coaches teams through developing and validating their business models, progressing commercial planning and refining their product

3

"We are committed to a market trajectory, but still need guidance to achieve commercial impact"

4

TRAM Air

Ongoing support focused on accelerating research impact for TRAM alumni, research-intensive startups and industry collaborations

Benefits

You might walk in the door at TRAM wanting to take your research from A to B, or to stress-test your research project, but you'll also walk out with a bundle of new skills and information that will make you think and work differently. TRAM will help you understand how to transform your research and inventions into products and services that have real-world impact.



Learn the language of entrepreneurship and how it applies to research



Access an enviable network of collaborators, advisors and potential investors



Understand key frameworks and concepts to accelerate your research progress



Receive hands-on coaching, useful resources and ongoing guidance and support from TRAM's team and community



Establish an end-user mindset to better frame your research around impact



Learn the fundamentals of establishing a business and create your own business plan



Creating an innovation culture

Connecting research and industry through customers, capital and talent.

Universities produce incredible research, but not enough of it makes its way into society, where it can truly have impact. There is an increased focus on universities delivering impact and outcomes, rather than just research outputs. This means funding and careers for researchers will increasingly require them to be as engaged with industry as they are with publishing research.

TRAM acts as a catalyst in this organisational culture change by developing and celebrating the capability of our research community to be, not just the agents of their own change, but the engines of our knowledge economy, helping to create dynamic and disruptive innovations and companies that create export revenue.

TRAM is built on international best practice research startup approaches that focus on early target customer engagement to better understand the problems customers need solved in order to shape how a solution is crafted.

Now, through both experienced advisors and proven methodologies, the TRAM model supports researchers from ideation through to market and helps them unlock their inner “research entrepreneur”.

At its most basic level, by developing an entrepreneurial mindset among the University’s research community, TRAM is expanding the talent pool of researchers who are equipped to work collaboratively with industry, startups and government as a customer. The net effect will not only be a sustained increase in research income, but research that has true impact.



"My biggest takeaway from TRAMx was finding out that there exists a group of people within the University who are willing to champion entrepreneurial ideas and support those of us who are in pursuit of those ideas."

Denzil Furtado
Kleos Bio (TRAM 2019)

TRAMx

A two-day intensive bootcamp.

TRAMx bootcamps provide an accessible entry point to those who are keen to learn more about research entrepreneurship and commercialisation and need some assistance to get the ball rolling (or rolling in the right direction).

TRAMx will whip your ideas into shape faster than you can say 'burpee'. The bootcamp, held over two days, is designed so we can get to know you while you get to know your mission statement.

We start at the beginning, introducing key frameworks needed to develop your ideas and start to build your business model. We'll work with you to define and articulate the problem you're trying to solve, and ask the probing questions needed to get you to rethink your approach to research impact. This is where the magic starts to happen.

Program length:

Two days

Outcomes:

- Articulate your value proposition
- Develop a customer focus
- Meet like-minded researchers, focused on impact



"I couldn't think of a better outcome for my PhD – to have developed, evaluated and translated My Knee Exercise into real world application. My involvement with TRAM has made this more a reality than a pipe dream. I also am very grateful for the opportunity as I strongly believe this experience has made me a better rounded academic. I have full confidence that this will make me a better implementational researcher in the future."

Rachel Nelligan

My Knee OA (TRAM 2019)





TRAM Track

An eight-week pre-accelerator program to develop customer insight.

Program length:

One day a week over eight weeks

Outcomes:

- Establish who your customers are
- Find the problem your customers want solved
- Build a credible business model
- Understand the basics of business

Over eight weeks, teams will come together to answer the questions: “who cares?,” “what do your customers want?” and “how can you exceed their expectations?”

You’ll understand the relationship between the solution you’re developing and the problem your customers have by iteratively interviewing potential customers and end-users, creating a feedback loop that allows you to fine-tune ideas, validate concepts and understand how to create the ideal problem-solution fit.

TRAM Runway

A 12-week accelerator program to build commercial momentum.

If your power anthem of choice is 'Don't Stop Me Now' by Queen, you're ready for TRAM Runway. TRAM Runway builds individual and team momentum with hands-on, experiential education over a 12-week course.

During Runway, you'll receive intensive support and coaching to validate your business model, develop your go-to-market strategy and progress your commercial planning.


You'll start to do the groundwork to set your team up for success in the future, building on your capability as a team by plugging skills gaps and finding mentors and advisors. You'll also perfect your pitch by receiving feedback on a live presentation from a range of investors. This is when you really start gearing up!

Program length:

One day a week over twelve weeks

Outcomes:

- Build your business model
- Start planning financially
- Understand the IP negotiation process
- Learn how investors assess pitches and make decisions
- Progressively perfect your business pitch



"It was very useful, it provided access to people and ideas that I would have otherwise not encountered and I can't describe just how helpful and supportive the people in the TRAM program are."

Prof Raymond Dagastine
Tiny Bright Things (TRAM 2019)



"We went from a piece of research that had potentially no commercial value at the time, to something that now we can make money out of."

A/Prof Guillermo Narsilio
AquaTerra (TRAM 2017)

TRAM Air

Ongoing support for high-flying teams.

TRAM Air is where you really take off. Go from being a research team with a validated idea to being an incorporated business that is investible, has customers, and is gaining traction.

Cohabiting with the TRAM team, TRAM Air is a year-long program that helps teams working on advanced research commercialisation projects to navigate their journey. It provides ongoing support to help teams working on market-focused research projects achieve key commercial outcomes, including incorporation, product sales, and investment attraction.

You'll have regular check-ins with our Entrepreneur-in-Residence and advisory team, as well as regular workshops, seminars, and social learning events to help you build some serious business momentum.

TRAM Air also connects teams to the support of TRAM's network of mentors and partners, ensuring you'll have the resources at your fingertips to get flying with your new business.

Program length:

One day a week over twelve months

Outcomes:

- Accelerate your commercial outcomes and expertise
- Support to negotiate access to university Intellectual Property
- Produce compelling documentation for investors, customers and your own team

Our alumni

TRAM teams are working on solving problems to some of the most pressing issues in society, in burgeoning industries thriving off deep innovation stemming from research.



"Once you put the commercial lens on, you start to see how you can commercialise even just a fragment of your research so you can finally help people. At the end of the day, the vast majority of us get into research to actually help people."

Dr Tia Cummins
VR CORP (TRAM 2019)



Medtech and digital health

- ReCubit
- M2axLab
- Somnivore
- Bionic Hand
- CorGel
- opVISIONary
- Neurobit
- Kleos Bio
- My Knee OA
- VR CORP
- Tiny Bright Things



Agtech

- AquaTerra
- Iotops



Infrastructure and physical environment

- STRÜDL
- Faramoon
- 4EE
- Curvecrete
- Xensorem
- Porous Lane
- Intelligent Cost Manager



Socio-cultural

- RAPID
- AICR
- What whitefellas can do
- Cellcraft
- Data Soft Power

Faramoon 2016

Melbourne School of Engineering



Automating the process of generating 3D building models.

Creating 3D building models with point clouds can be a slow, manual, and error-prone process. Faramoon increases the productivity of architecture, engineering, construction and facilities management industries by automating the generation of 3D building models from laser scan surveys.

How TRAM helped: Guided commercial focus, IP advisory, assisted commercial team formation, provided an ecosystem for success.

www.faramoon.io

Impact to date:

- Accepted into Skalata Ventures 2020
- City of Melbourne Small Business Grant 2017
- Strong customer revenue growth
- Incorporated startup company
- IP rights negotiated with university
- Multiple commercial projects in negotiation

CorGel 2018

Melbourne School of Engineering, Faculty of Veterinary and Agricultural Science, Centre for Eye Research Australia

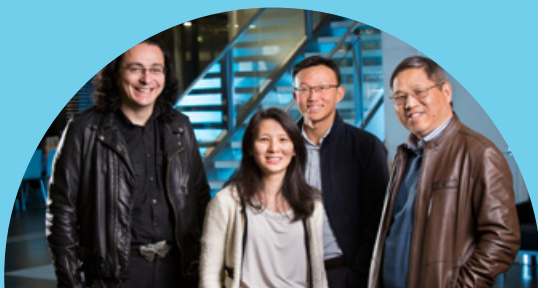
Restoring vision to more patients.

Corneal transplant surgery can be lengthy and tedious. CorGel's solution cuts the time spent in surgery and improves outcomes. Engineered biomaterials manufactured by CorGel facilitate corneal endothelial transplantation, allowing a wider range of eye-surgeons to restore the vision of more patients.

How TRAM helped: Assisted to rethink commercial product and timeline for industry engagement (reduced from 10 years to completing a licence agreement within the duration of the TRAM program).

Impact to date:

- Eye Bank Association of America High Impact Grant 2020
- Graeme Clark Institute Healthtech Innovation Grant 2018
- IP rights negotiated with university
- Licensing deal with Eversight



Curvecrete 2018

Architecture, Building and Planning, Wade Institute of Entrepreneurship

Reducing the cost of curved concrete.

Architects, over the last few centuries, have imagined creating beautiful curved forms to inspire us, but they've always been incredibly complex and expensive to build. Curvecrete uses ground-breaking robotic forming technology that provides a cost-effective solution to construct beautiful curved architecture that exceeds sustainability targets to reduce CO2 emissions and waste.

How TRAM helped: Assistance with commercial team formation, IP advisory and ongoing mentorship.

curvecrete.com

Impact to date:

- Exhibitor 2020 Melbourne Design Week
- MAP Accelerator participants 2019
- Winner Veski FastSmarts Innovator of the Year 2019
- Finalist National Gallery of Victoria Design Challenge 2019
- Winner Wade Institute Start-up Pitch 2018
- Swinburne University Innovation Fellowship
- Multiple commercial projects in negotiation





Our team

The TRAM team is dedicated to advancing research entrepreneurship at the University of Melbourne, and across the wider research community.

Our team works tirelessly to equip researchers with the commercial and professional skills and support they need to succeed.

With a range of backgrounds and capabilities, our team is committed to providing participants and our broader network with an exceptional experience that lives up to our reputation.



Simon Wilkins Director and Co-founder

Simon is passionate about helping researchers to achieve impact and bringing disruptive ideas to market. He has over 20 years of experience across research, commercial and advisory roles, including biotech and pharma sector business development, strategy consulting and research commercialisation.

- Board of Directors, Knowledge Commercialisation Australasia
- Adjunct Associate Professor, Melbourne Business School, BioDesign Innovation
- PhD, Developmental Genetics, University of Queensland
- Graduate, AICD Company Director's Course
- VC Catalyst program (Wade Institute)
- Applied Finance Certification

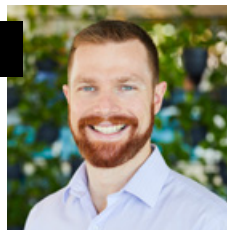
Leonore Ryan Entrepreneur-in-Residence

Leonore is an experienced director, CEO and founder with hands-on experience in technology transfer, venture capital and startups.

- Co-founder and CEO, Cardihab
- Non-Executive Director, Western Bace Ltd
- Master of Business Administration, Melbourne Business School
- Bachelor of Science (Honours, Chemistry), University of Sydney

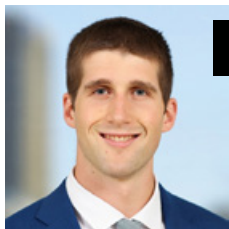


Andrew Rowse Program Manager



Andrew enjoys solving a good problem or puzzle, but his real passion lies in empowering people to achieve their goals and impact. He has studied both engineering and entrepreneurship, and worked alongside global brands such as Nike and Red Bull to help them walk in their customers' shoes. He has been involved with community-focused coaching programs for over 10 years and was a member of the ReCubit team (TRAM 2017).

- Co-founder, ReCubit
- Master of Entrepreneurship, Wade Institute
- Bachelor of Engineering, University of Melbourne



Jack Blair Program Experience Coordinator

Jack spent two years consulting in enterprise systems and data management which has given him extensive experience understanding how process and technology can enable businesses up to the executive level.

- Deloitte alum
- Master of Management, University of Sydney
- Bachelor of Science (Computer Science and Chemistry), University of Sydney

Sarah Robertson Marketing & Communications Manager



Sarah has a background in communications strategy, execution and new business development, with nearly a decade of PR agency experience working on some of Australia's best-known brands.

- Executive Board Member, Western Region Football League
- Master of Business Administration, La Trobe University
- Bachelor of Communication (Public Relations), RMIT University



Jenni Kirkbright Executive Officer

Jenni is an experienced administrator who has worked extensively in the legal and education sectors and has completed studies in HR, Management and Business Management (Executive Administration).

- Fellow, Institute of Legal Executives (Victoria)
- Office Professional of the Year 'Award of Excellence' 2012, Australian Institute of Office Professionals (AIOP) Victorian Division
- Co-Deputy Chair, 2019 UoM Professional Staff Conference Committee

Warren Rudd Program Advisor

Warren has a background in finance and entrepreneurship, and has worked across different stages of the business life cycle including global corporations and early stage ventures.

- Co-founder, Curvecrete
- Fellow, Institute of Chartered Accountants in England and Wales
- Melbourne Accelerator Program 2019
- Master of Entrepreneurship, Wade Institute



Colin McLeod Executive Director, Melbourne Entrepreneurial Centre

Colin is a Professor in the Melbourne Business School at the University of Melbourne where he is also the Executive Director of the Melbourne Entrepreneurial Centre.

Colin has a long-standing interest in entrepreneurship and completed a PhD in 1998 that identified key factors that lead to the successful commercialisation of innovation.



Our advisors

We work with a range of highly qualified and sought-after advisors, guest speakers and mentors that teach into our programs, bringing expertise and know-how from a range of backgrounds and regions. We make sure you meet the right people while you're learning the right things.







Andrew Nash
Entrepreneur-at-Large

Andrew brings over 30 years of experience as a technology and services industry leader, including over 20 years in e-commerce and digital marketing. He is currently President and CEO of PropertyRoom.com, an online auction marketplace, and the CEO of precision agriculture data platform, AGERpoint.

In addition to his leadership and operating experience, he has worked extensively with the portfolio companies of multiple Venture Capital and Private Equity firms, and is a Senior Technical Advisor to HBO's Silicon Valley.

Andrew has worked extensively in early stage technology and services ventures over the span of his career as an operating executive, Board member and investor. He remains actively involved in multiple early stage companies in the United States and Australia via his investment firm, UpOver Ventures.

Apply now

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