

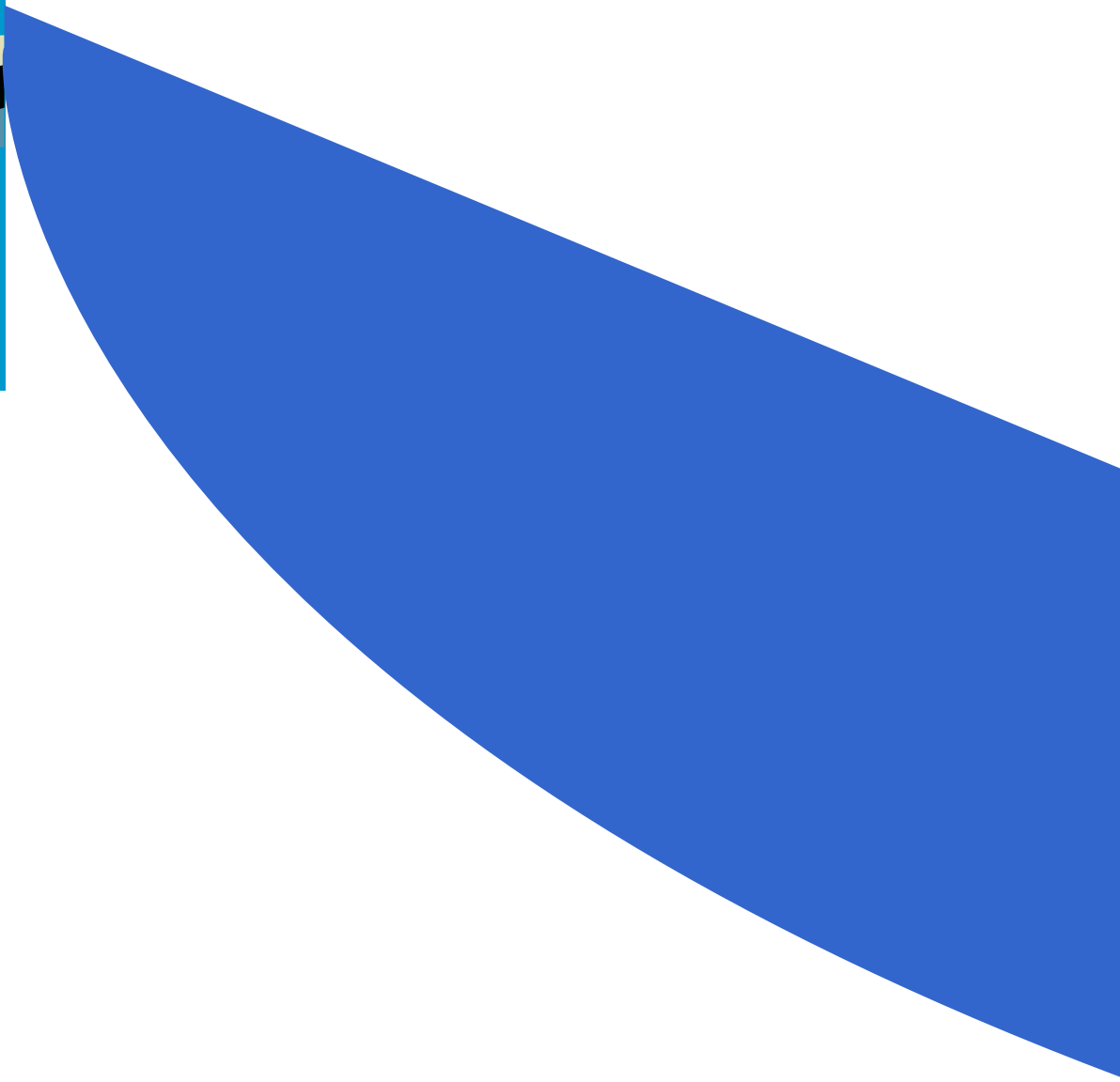
Marine Genetic Resources

Commercialisation: Not Plain Sailing

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Scope and Purpose of Presentation

- › Show some of the complexities of Commercialisation from two perspectives - the discoverer & the developer
- › Relationship between public and private





Setting the scene: Who is doing the work now?

Both Public





Commercialisation strategy

Small companies & public institutions doing MGR research respond by:

- entering into biodiscovery partnerships and consortia
- Following shifting patterns of investment eg demand for biofuels, enzymes, nutraceuticals
- Understanding the due diligence needs of investors/major companies



Meeting due diligence

- › Avoid engaging partners whose reputation may pose risks to investors' shareholder value.
- › Ensure capital support is sufficient to develop the product to the point that an investor is likely to take it to approval and registration and will actively market it.*
- › For high value products its very likely that the due diligence will be undertaken by a foreign firm unfamiliar with local conditions



Removing impediments - Role of Governments

Address current market failure by:

- Adequately funding public research bodies to support their efficient operation or
- Creating public/private consortia such as the Western Australian Marine Science Institute WAMSI



Removing impediments - Role of Governments

Address market failure by:

- Realistic expectations - Understanding no matter what the long-term outcome, the immediate, certain and tangible benefits of biodiscovery lie in improved scientific knowledge of marine organisms and their interactions
- Consider merit-based access to capital for small companies to take development beyond proof of concept to being investment ready.



