

Are your commercialisation opportunities getting the marketing support they deserve?

Join us for a friendly, no-pressure conversation to explore how your TTO approaches commercialisation marketing — and where a few changes could make a real difference.

Most TTOs we talk to are great at developing IP — but the marketing side often runs on instinct rather than a clear process. That's not criticism; it's just where the opportunity tends to be. We use six simple areas to explore what's working, what isn't, and what's worth fixing first.

SIX THINGS WE'LL TALK THROUGH

• Knowing when to push

Do you have a clear trigger for when an opportunity is ready to go to market — or does it depend on who's asking?

• How you get it out there

Are you relying on passive website listings and hoping companies find you, or actively going after the right ones, or a mixture of the two?

• What your materials say

Do your flyers lead with the value proposition and what makes the opportunity different, or mostly just describe the market?

• Finding the right people

How good are you at identifying which companies to approach and who specifically to talk to? Do you have a collated marketing CRM?

• How you reach out

Your mix of channels, whether you bring academics into the process, and how you run customer discovery

• Tracking what happens next

Are engagements tracked and followed up consistently - and do you know what 'a good result' actually looks like?

WHERE DO MOST TTOS LAND?

Ad hoc	Emerging	Defined	Managed	Optimised
No consistent process	Some tools, inconsistent use	Process exists; gaps remain	Measured & team-wide	Continuously improved

What you walk away with

An honest picture of where you're strong and where the gaps are

Prioritised, practical recommendations for your team

A few quick wins you can act on straight away

How you compare to similar institutions

Grab 30 minutes with us

It's a conversation, not an audit. Relaxed, confidential, and genuinely useful — whatever you decide to do afterwards.