

# Commercialisation competency framework: a road map for early-stage innovators

<b>PARTNER:</b> Wrays Consortium	
<b>NUMBER OF REDI SUPPORTED PROGRAMS:</b> <b>2 Programs:</b> <ul style="list-style-type: none"><li>– Start-Up Competency Framework</li><li>– Start-Up Competency Framework Training</li></ul>	
<b>NUMBER TRAINED SUPPORTED BY REDI:</b> <b>307</b>	



Independent intellectual property specialist Wrays led a REDI initiative funded consortium to develop a life sciences competency framework. Pictured, Wrays team members presenting at Science on Swan 2022 in Perth, WA.

**The development path of a life sciences start-up is daunting for a new entity. Founders are often cash constrained yet need to scale the business and bring in the right talent and advice at the right time.**

Feedback gathered during MTPConnect's REDI Skills Gap analysis was that founders didn't know what skills they needed for their team and when these should be brought on. Many were also unsure about the remit of specific roles and responsibilities. In short, there was no handbook for scaling a start-up life sciences company.

### **A unique consortium with a wealth of knowledge and hands-on experience**

Consequently, the REDI initiative awarded funding to a consortium, led by independent intellectual property (IP) specialist Wrays, to develop a life sciences competency framework. Administered by The University of Western Australia, the consortium also includes Biotech Recruitment Consultants, specialists in executive search and recruitment for the biotechnology industry; Biodesign Australia, which facilitates programs about biomedical entrepreneurship; and Yuuwa, a specialist life sciences commercialisation and investment firm.

This unique consortium brings with it a wealth of knowledge and hands-on experience relating to all issues of the commercialisation of therapeutic products and medical technology.

Drawing on expertise from various stakeholders, including policymakers, investors, recruitment consultants and industry professionals, the consortium has developed – and delivers training on – a commercialisation competency framework tailored to the unique needs of early-stage innovators in the life sciences field.

### **Helping founders and investors scale, grow and hire the best staff**

This framework aims to help founders and investors scale, grow and articulate clear roles and responsibilities of staff that can be used in job descriptions – providing a skills road map for SMEs to enhance their commercialisation capabilities. Designed to bridge the gap between technical expertise, soft skills and commercial acumen, the framework encompasses a wide range of domains including team culture, technical skills, regulatory compliance, market requirements, funding pathways and more.

“ One component of the program that has resonated particularly well with researchers has been case studies featuring real-world commercialisation of research. ”



To facilitate the dissemination of the framework, the Wrays consortium runs face-to-face and online training sessions nationally. The sessions are engaging and informative, using cartoons as a visual and memory-aid tool to educate professionals about the standards and practices required for successful commercialisation. The training program addresses the key areas of communication and collaboration, translation of laboratory research, business-focused outcomes, meeting investment criteria and leadership and management growth.

One component of the program that has resonated particularly well with researchers has been case studies featuring real-world commercialisation of research to demonstrate what is required to build a successful start-up team. This aggregation of multiple case studies has allowed learned experiences, good and bad, to be articulated in a highly illustrative and memorable manner.

#### **Empowering SMEs to navigate commercialisation more effectively**

Program themes are centred very much on building teams and asking the right questions from external suppliers – integrating, for instance, IP or regulatory and reimbursement strategies into an overall corporate strategy.

In addition to the training sessions, the Wrays consortium launched a dedicated website in 2023 – [biotechcommercialisationskills.com.au](https://biotechcommercialisationskills.com.au) – to assist companies with their commercialisation activities. The website serves as a resource hub, sharing a range of job description forms, soft skills and technical skills resources, and other useful tools for SMEs looking to expand their teams and enhance their capabilities.

By equipping early-stage innovators with the necessary skills and resources to build their start-up, the Wrays consortium has empowered SMEs to navigate the complexities of commercialisation more effectively. The training sessions and online resources provide important insights and guidance, enabling SMEs to build effective teams, identify key skills gaps and develop strategies for success in the market.