

# INNOVATION JUMPSTART HANDBOOK

A GUIDE FOR A PRACTICAL APPROACH TO  
ENCOURAGE DISCLOSURES

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**KiwiNet**  
Kiwi Innovation Network



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## **ABOUT KIWINET**

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The Kiwi Innovation Network (KiwiNet) exists to drive prosperity for New Zealand from publicly funded science and innovation. KiwiNet is New Zealand's network of Universities, Crown Research Institutes and other publicly funded research organisations who taking a collaborative approach to transforming scientific discoveries into new business.

Together these research organisations represent a total combined research expenditure of over \$800 million and represent 80% of the publicly funded researchers in New Zealand.

KiwiNet's role is to empower people who are involved in research commercialisation by helping them to access the tools, connections, investment and support they need. By collaborating on projects, combining capability and sharing networks we can better leverage the resources available for commercialisation, and help one another achieve better commercial outcomes for New Zealand.

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## **BACKGROUND**

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This document has been prepared by KiwiNet and is a work in progress. We welcome feedback on how it could be improved or more information that could be added. Just phone us on 07 858 8049 or email [admin@kiwinet.org.nz](mailto:admin@kiwinet.org.nz)

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## OBJECTIVE

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The Innovation Jumpstart Competition initiative is a proven mechanism commercialisation teams use to help encourage early disclosures and build awareness of commercialisation at the organisation. Commercialisation staff are then able to wrap commercial support around these early disclosures and progress promising projects.

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## COMPETITION PROCESS

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The competition is advertised throughout the organisation. Advertising should be cast far and wide to ensure sufficient publicity is raised. A template of the Application Form can be found in Appendix Three below. It is recommended the competition open for 12 weeks to ensure maximum exposure and give staff sufficient time to enter.

1. A judging panel is appointed to review entries. Judges can include leaders within the commercialisation team as well as independents such leaders of tech incubators.
2. The judging panel review applications and short list. A template of the Assessment Criteria can be found in Appendix Three below.
3. Finalists present a short pitch to the judging panel followed by a questions and answers session.
4. Winners of the competition are announced. This could be done at an Awards event.
5. Upon the completion of the competition commercialisation staff develop and execute commercialisation strategies for winning projects, making sure to incorporate the researchers. Projects that did not win are still able to be commercially progressed. It is highly recommended to provide the feedback generated at the Judging event to all applicants to build positive experiences and encourage future entries.

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## PRESEED APPLICATION

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Importantly, it is possible to utilise PreSeed funding to the Innovation Jumpstart, and we outline this below:

### Tier One Funding

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Typically, competition winners would receive a \$40k prize comprising of \$20k Tier One PreSeed funding for prototyping and \$20k of commercialisation staff time to develop the commercialisation strategy.

PreSeed can also be allocated to other applications at the discretion of the commercialisation team.

PreSeed funding would be allocated to project once a Notification Form has been submitted to KiwiNet management.

If the project is proceeding well, the project could be presented at a KiwiNet IC or Pipeline Meeting to unlock an additional \$15k matched PreSeed. Especially if it is to be worked up into a Tier Two project.

## **Competition Facilitator**

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Tier One PreSeed funding can be used to contract a Competition Facilitator to manage the competition. The whole competition process typically runs for four to six months. Contracting a dedicated resource to manage the project ensures expectations are delivered without depleting the resources of the commercialisation team. The Position Description for the Competition Facilitator has been included in Appendix One below.

A maximum of \$25k PreSeed can be allocated for the contracting of a Competition Facilitator. The PreSeed funding is then matched with overhead costs from the organisation.

Funding is allocated once a Notification Form has been submitted to KiwiNet management. A sample notification can be found in Appendix Two below.

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## APPENDIX ONE – POSITION DESCRIPTION FOR COMPETITION FACILITATOR

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### OBJECTIVE

The objective of Innovation Jumpstart is to identify several new research ideas which can be readily commercialised and which could be a significant economic benefit to NZ.

### PURPOSE OF ROLE

The role is to assist the Commercialisation Team in successfully managing the Innovation Jumpstart Competition from promotion to implementing individual commercialisation projects.

### TASKS

- Promote the Innovation Jumpstart competition to institution research staff
- Assist XXXX (or Commercialisation Team) in helping entrants prepare their proposals
- Assist XXXX (or Commercialisation Team) in developing commercial strategies, IP protection and long-term business plans for projects entered upon the completion of the Competition.
- Facilitate any necessary scheduling of training, workshops, and the judging and awards events

APPENDIX TWO – SAMPLE PRESEED NOTIFICATION FOR COMPETITION FACILITATOR

Project Notification Form

Date Form Submitted	
<b>Project Details</b>	
Project Name (for filing purposes)	Project Triaging at XXXX 20XX
Unique Project ID (if known)	
Lead organisation	
Principal researcher(s) and ORCID ID	N/A
Research Funding History	N/A
Commercialisation leader	Name: Phone: Email:
<b>PreSeed Funding Details</b>	
PreSeed funding history	N/A
PreSeed Eligible Project? (yes/no)	Yes
PreSeed Investment Start date	<i>The date expenses start (from when PreSeed will be claimed). Usually the day the consultant starts.</i>
PreSeed Investment End date	<i>Up to six months from start date.</i>
Total Project Budget	<i>No more than \$50k</i>
PreSeed Investment Budget	<i>No more than \$25k</i>
PreSeed Project objectives	<p><i>The Competition Facilitator will:</i></p> <ul style="list-style-type: none"> <li><i>-Work with the commercialisation team to promote the Innovation Jumpstart competition to staff and manage the competition implementation.</i></li> <li><i>-Assist entrants in preparing their proposals</i></li> <li><i>-Assist in developing commercial strategies, IP protection and long term business plans for each project entered, to be worked-up as PreSeed Project Development Plans as appropriate.</i></li> <li><i>-Develop valuable and re-usable experience and skills, while adding real value to the commercialisation team's outcomes.</i></li> </ul>

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## APPENDIX THREE – COMPETITION TEMPLATES

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The following templates can be tailored as appropriate.

### Entry Form

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## INNOVATION JUMPSTART COMPETITION ENTRY FORM

#### Conditions:

This competition is open to research and academic staff only. The objectives of the competition are:

- To recognise and support innovative ideas
- To promote research commercialisation
- To provide funding for **the new ideas that address an industry need, strengthen industry connections, develop a prototype or commercialise research outcomes.**

#### Process:

- Complete and submit application form by **XX XXXX 20XX**
- Applications are reviewed and shortlisted
- Shortlisted candidates to give a 5-10 min pitch to judging panel at an Awards event
- Successful candidates notified

#### Prizes:

- Three project winners awarded a prize of \$40,000 each. (The Commercialisation Office has discretion on how that is provided to researcher).
- Projects must be completed within six months from award date.
- Winners to receive mentoring to progress their idea to the next phase of commercial development.

Project details	
Title	
Faculty/Centre	
Principal researcher	
Email address	
Phone number	

Project abstract (max. 150 words)
<i>Provide a brief summary of your entry including the problem it solves, how it works and who would buy the final product or service and why.</i>



**Project details**

**1. Technology/innovation/idea description (max. 400 words)**

*(Describe the technology/innovation/idea and the current status of development)*

**2. Grant purpose (max. 400 words)**

*(Provide a brief description of the work required to prove the concept and how you would use the funding)*

**3. Potential applications/market (max. 300 words)**

*(What problem does the technology/innovation/idea address? What are its possible applications? Who would buy the product or service? How big is the market?)*

**4. Advantages / Unique selling proposition (max. 150 words)**

*(What similar products or processes exist, who sells them and how do they compare?)*

**5. Describe the impact (economic/environmental/social) that your innovation may have**

*(consider whether this is able to make a contribution towards Vision Mataranga)*

## Judging Criteria

# INNOVATION JUMPSTART COMPETITION ASSESSMENT CRITERIA

The Competition is open to research and academic staff. The Competition objectives are:

- To recognise and support innovative ideas
- To promote research commercialisation
- Provide funding to **the best new ideas to address an industry need, strengthen industry connections, develop a prototype, or commercialise research outcomes.**

Title	
Faculty/Centre	
Principal researcher	

		Score	Comments
		Y/N	
Eligibility	Derived from University research		
	Researcher has expertise required		
	Commercial outcomes will be enabled		

(Continued on next page)

		Score	Comments
		5 = high; 0 = low	
Viability	Concept is novel and innovative		
	Valid market opportunity identified		
	Project plan is realistic, well developed and achievable		
Impact	Benefits to NZ (economic/environmental/social)		
	Potential for market / end-user uptake		
	Contributes to the aims of VM		