



**KiwiNet**

Kiwi Innovation Network

STAKEHOLDER SURVEY RESULTS

2014

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## SUMMARY OF RESULTS

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KiwiNet released a Stakeholder Survey on the 4th of September 2014. The purpose of this survey was to help KiwiNet understand how they add value to Stakeholders and how they can continue to add value into the future. The feedback from this survey will assist in forming the KiwiNet Strategy for 2015. The results from this year's survey were compared with the 2013 and 2012 survey to give KiwiNet an understanding of trends over the past three years.

90 people answered the survey, a 27% higher response rate than in 2013. Over the past three years the variety of people who answered the survey has increased, and it now contains a broad range of people from a variety of backgrounds within the industry.

- Perceptions of KiwiNet's brand seem relatively unchanged. Networking is the most used word to describe KiwiNet.
- Perceptions of KiwiNet's effectiveness are more positive than they have been in 2012 and 2013.
- Lack of private investment has been perceived as the top barrier to greater commercialisation for the past 3 years.
- Respondents would be more likely to recommend KiwiNet to a colleague or contact than they would in 2013.
- Similar to last year the Commercialisation Forum was the most useful activity to participants, with the National Commercialisation Awards sitting in 2nd spot.
- Perceptions relating to KiwiNet's activities in helping to build greater connections with research organisations have increased on the whole,
- Perceptions of the Investment Committee have improved on all aspects in 2014 in comparison to 2012, although on average 36% of people were 'unsure' about the questions relating to the Investment Committee.
- Perceived importance of connections with various people has increased, while the ease of engagement with these people has decreased.
- Participants have found KiwiNet to be more useful at connecting various people than they did in 2013.

## QUESTION ONE – ROLE OF RESPONDENTS

Figure 1 reveals that the largest group of respondents (representing 22.58%) are **commercialisation professionals at research organisations**. Business people, investors, scientists, and research offices/business development people are also represented in this survey.

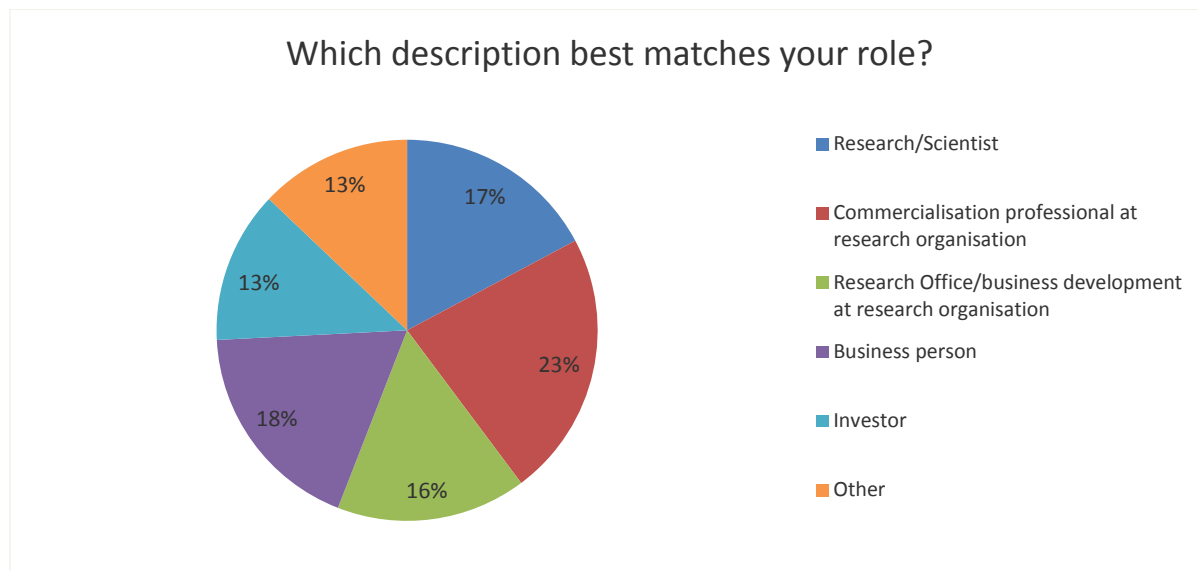
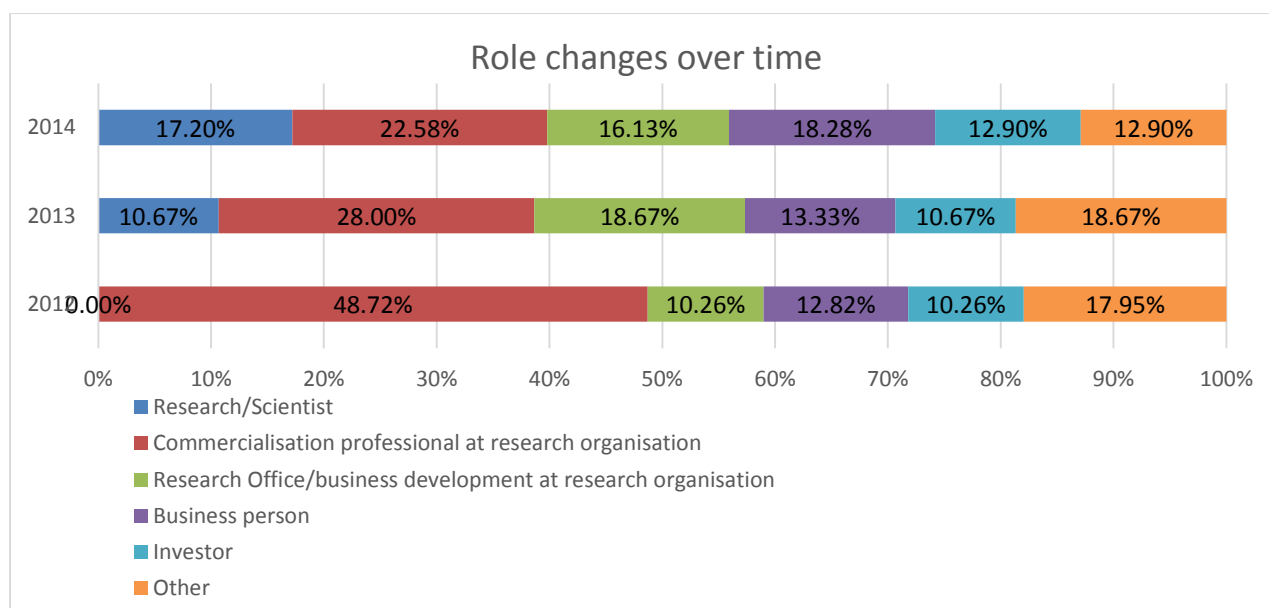


Figure 1: Role of respondents

In comparison to 2013, there is a smaller proportion of commercialisation professionals (down from 28% to 22.58%) most likely due to the increase in research scientists, business people, and investors.

	2012	2013	2014
Research/Scientist	0.00%	10.67%	17.20%
Commercialisation professional at research organisation	48.72%	28.00%	22.58%
Research Office/business development at research organisation	10.26%	18.67%	16.13%
Business person	12.82%	13.33%	18.28%
Investor	10.26%	10.67%	12.90%
Other	17.95%	18.67%	12.90%

Table 1: Trends since 2012 for the role of respondents



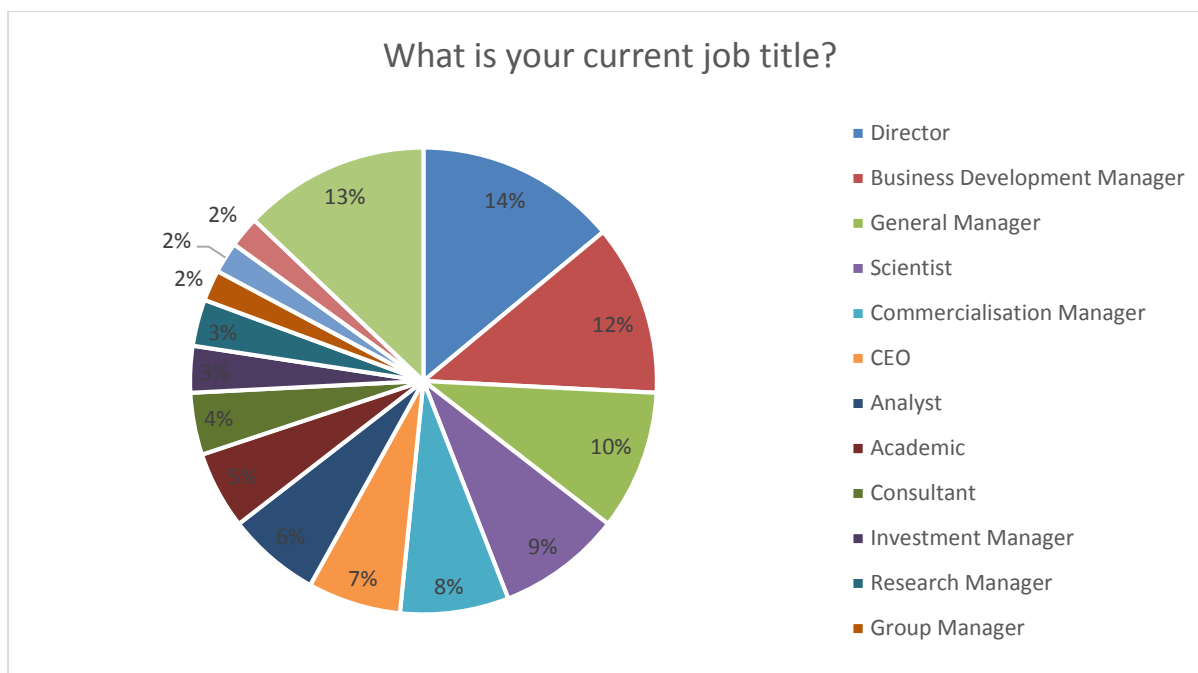
*Figure 2: Trends since 2012 for the role of respondents*

Other responses included the following roles;

- Student
- Engineer
- Legal
- Software Analyst & Developer at Research Organisation
- Operational Manager
- senior manager at research organisation
- scientist looking for new opportunities
- Media
- Industry partner manager
- CEO research business
- media
- Business support agency
- IP lawyer
- Canterbury Water Management Strategy - Water Infrastructure Project Leader
- Consultant to the Innovation sector

## QUESTION TWO – JOB TITLE OF RESPONDENTS

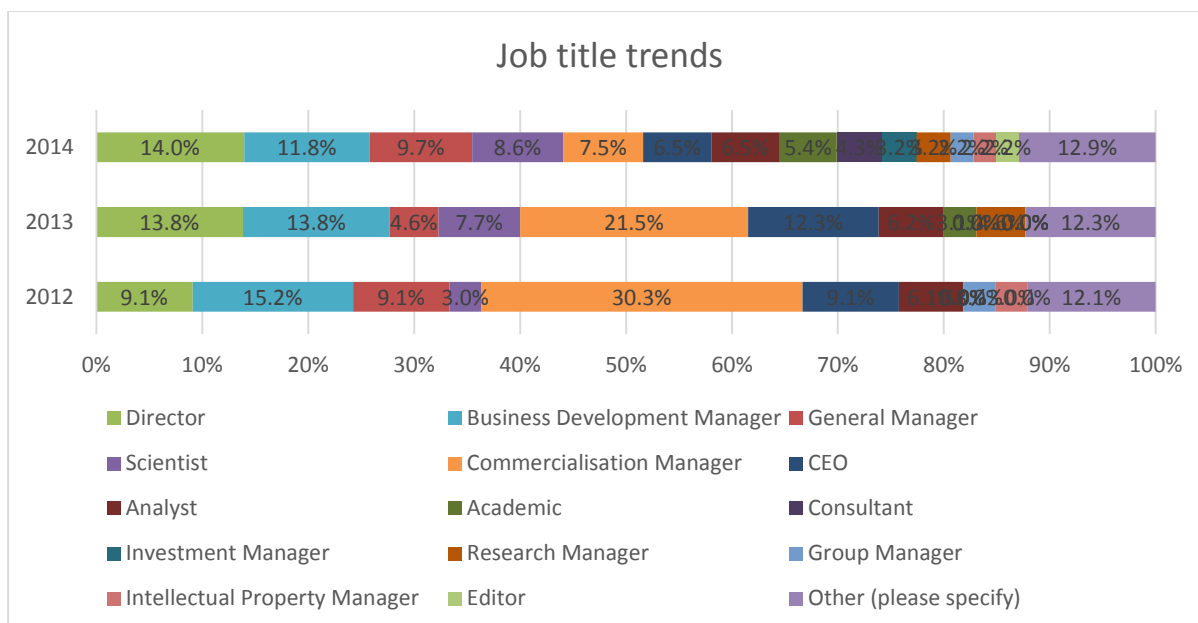
Figure 3 shows that respondents held a range of job titles, the largest group of people were 'directors', representing 14% of the survey population, business development managers were also a prominent group with 11.8%, general managers with 9.7%, and scientists with 8.6%. Commercialisation managers have dropped from 21.5% in 2013 to 7.5% in 2014.



*Figure 3: Job titles of respondents*

Additional job titles included;

- owner
- Programme Manager
- Business Support Manager
- Manager / Creative Director
- Intellectual Property Co-ordinator
- Client Manager
- Research Management Advisor
- Senior associate
- Facilitate commercial investment

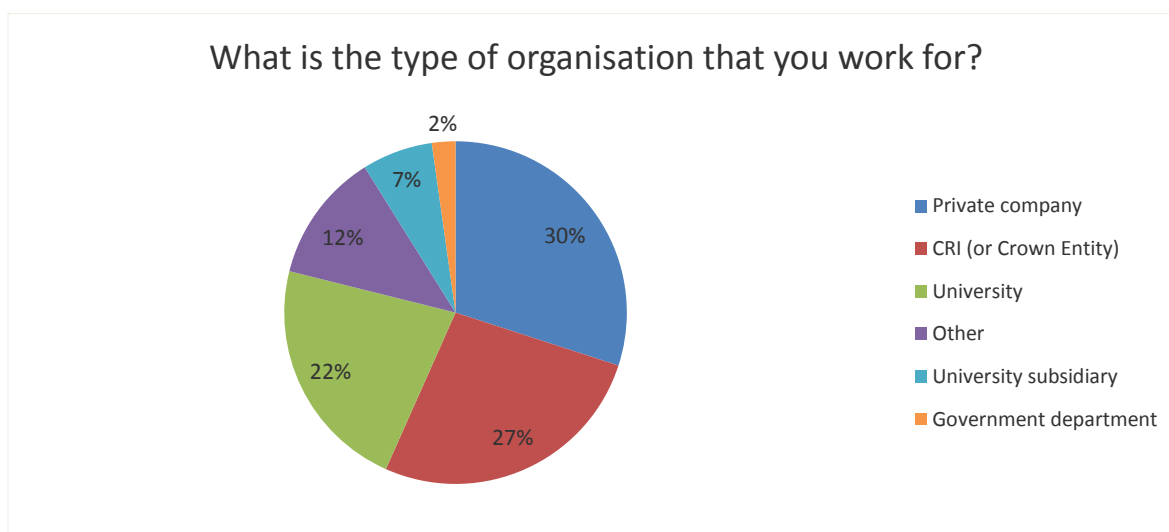


*Figure 4: Trends of the job titles of respondents over the past three years*

The prominent trend appears to be a decrease in the percentage of commercialisation managers, this may be due to an increase in the range of people who are answering the survey, over and above the smaller core group of commercialisation professionals that were originally KiwiNet's core target market.

### QUESTION THREE – ORGANISATION OF RESPONDENTS

Figure 5 indicates that the largest group of respondents (30%) work in private companies, 26.7% of people work for a CRI, 22.2% for a University, and 6.67% for a University subsidiary.



*Figure 5: The organisations the respondents work for*

	2012	2013	2014
University	11.11%	21.05%	22.22%
University subsidiary	19.44%	13.16%	6.67%
CRI (or Crown Entity)	33.33%	23.68%	26.67%
Government department	0.00%	1.32%	2.22%
Private company	33.33%	23.68%	30.00%
Other	2.78%	17.11%	12.22%

Table 2: Organisation changes over the past 3 years

Figure 6 illustrates the changes in organisation roles over the past three years, general themes seem to be an increasing proportion of people working for Universities, and a decreasing proportion of people working for a University subsidiary.

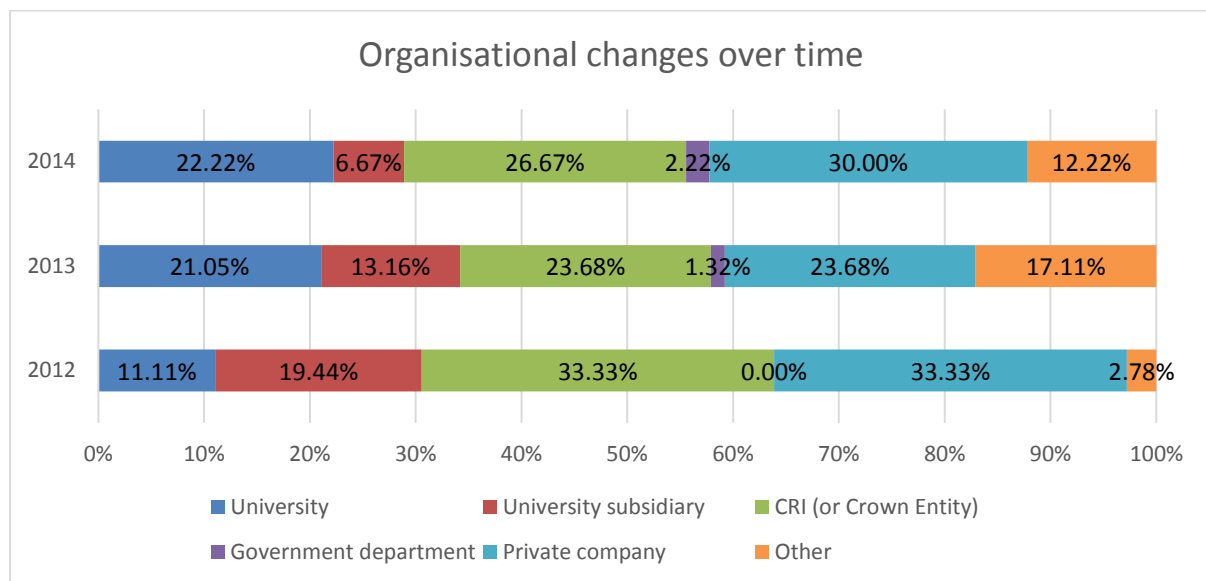


Figure 6: Changes in organisation types over the past three years

Other comments included

- Polytechnic
- Independent research organisation
- looking for new opportunities
- Charitable Trust
- PGP partnership
- industry good
- Polytechnic
- Industry Representative Body
- Economic Development Agency
- IP law firm
- Local Government

#### QUESTION FOUR – WHAT THREE WORDS WOULD YOU USE TO DESCRIBE KIWINET?

Figure 4.1 shows that (for the 2<sup>nd</sup> year running) 'Networking' has been the word most used by participants to describe KiwiNet.

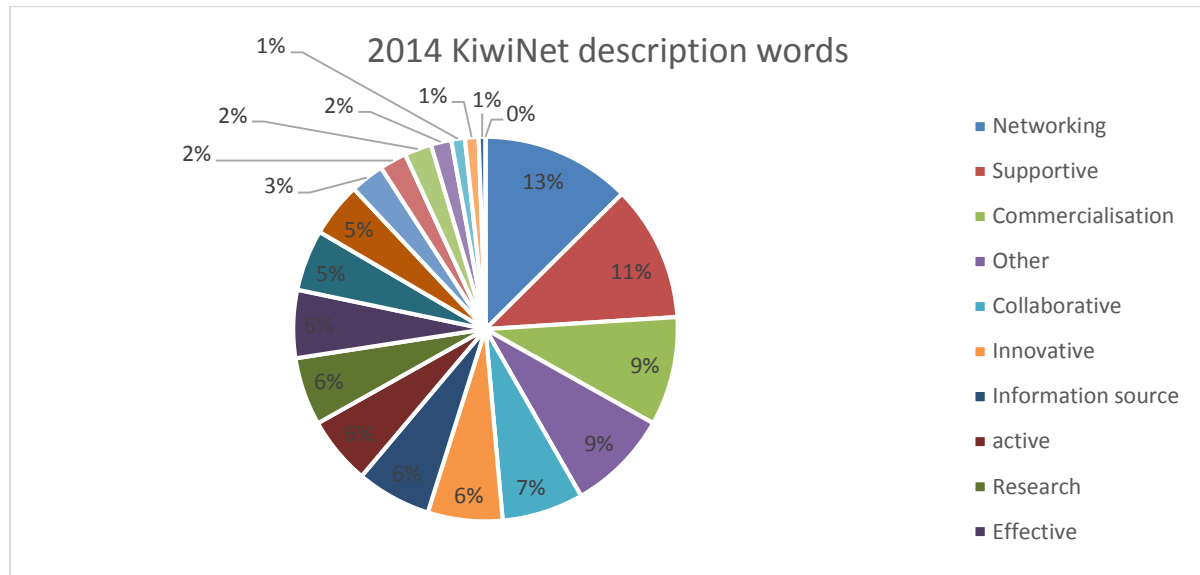


Figure 7: Words most commonly used by participants to describe KiwiNet

The issue we had last year with the word 'invisible' being used to describe KiwiNet has been eliminated, and we have added a new category for 'promotion', this is likely due to the Marketing and PR efforts of the team during the year leading to increased publicity and awareness. The one theme of note is the decrease each year in the use of the word collaborative to describe KiwiNet (21.9% in 2012, 8.6% in 2013, 6.9% in 2014).

	2012 Order	2012	2013 Order	2013	2014 Order	2014
Networking	2	17.2%	1	10.9%	1	12.6%
Supportive	3	9.4%	2	10.2%	2	11.4%
Commercialisation	6	4.7%	2	10.2%	3	9.1%
(Other)	14	1.6%	10	4.7%	4	8.6%
Collaborative	1	21.9%	4	8.6%	5	6.9%
Information source	4	7.8%	5	7.8%	6	6.3%
Innovative	10	3.1%	5	7.8%	6	6.3%
active	10	3.1%	7	5.5%	8	5.7%
Effective	7	4.7%	15	2.3%	8	5.7%
Research	14	1.6%	11	3.9%	8	5.7%
Valuable	6	4.7%	13	3.1%	11	5.1%
funding	10	3.1%	11	3.9%	12	4.6%
Change	6	4.7%	19	0.0%	13	2.9%
Large	10	3.1%	16	2.3%	14	2.3%
Professional	14	1.6%	13	3.1%	14	2.3%
NZ	14	1.6%	17	2.3%	16	1.7%
facilitator	19	0.0%	18	2.3%	17	1.1%



Promotion	18	0.0%	19	0.0%	17	1.1%
Emerging	5	6.3%	7	5.5%	19	0.6%
Invisible	20	0.0%	7	5.5%	20	0.0%

Table 3: The three words most used to describe KiwiNet.

## QUESTION FIVE – EFFECTIVENESS OF INCREASING COMMERCIALISATION

The majority of participants (54.29%) agreed that *KiwiNet has been an effective organisation at increasing the commercialisation of publicly funded research* (42.11% in 2013) while 8.57% of participants strongly agreed (12.28% in 2013). 30% of participants were unsure if the statement was correct while 7.14% disagreed, no one strongly disagreed with the statement. The average rating for 2013 was 2.36 which is the best average we have had for this question so far (2.39 in 2012 and 2.51 in 2013) on a scale of 1 to 5 where 1=Strongly Agree, 2=Agree, 3=Unsure, 4=Disagree, 5=Strongly Disagree.

Answer Options	Strongly Agree	Agree	Unsure	Disagree	Strongly Disagree	Rating Average
2014	8.57%	54.29%	30.00%	7.14%	0.00%	2.36
2013	12.28%	42.11%	33.33%	7.02%	5.26%	2.51
2012	4.35%	56.52%	34.78%	4.35%	0.00%	2.39

Table 4: Changes in perceived effectiveness of increasing commercialisation, 2012 to 2014

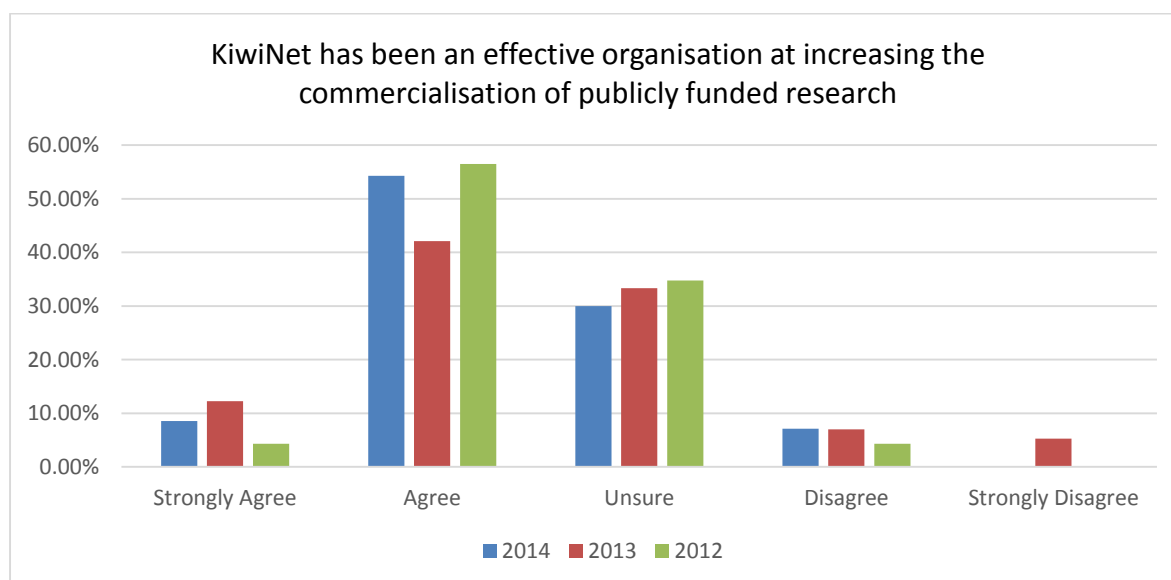


Figure 8: Perceived effectiveness of KiwiNet at increasing the commercialisation of publicly funded research

Further investigation into the respondents who “strongly agreed” or “disagreed” (since there was no “strongly disagreed” this year) that *KiwiNet has been an effective organisation at increasing the commercialisation of publicly funded research* yielded the following findings;

### Strongly Agree

The majority of people who strongly agreed with the statement were commercialisation professionals at research organisations (67%), they were all from either a University or University subsidiary. Interestingly 33% of these people disagreed that KiwiNet's activities had helped them build greater connections and collaborations with other research organisations. 67% of people had presented to an IC before. All of these people strongly agreed that 1) The Committee is an effective means of allocating PSAF investment 2) The Committee provides valuable feedback & guidance on projects 3) You understand what funding is available through KiwiNet and how to access it.

### Disagree

People who disagreed with the statement were from a range of backgrounds and organisations with no particular theme.

## QUESTION SIX – BARRIERS TO ACHIEVING GREATER COMMERCIALISATION

Respondents identified that *lack of private investment*, *lack of staff*, and *cost of international networks* were the top three barriers to commercialisation. *Lack of private investment* has been the top barrier for the past three years.

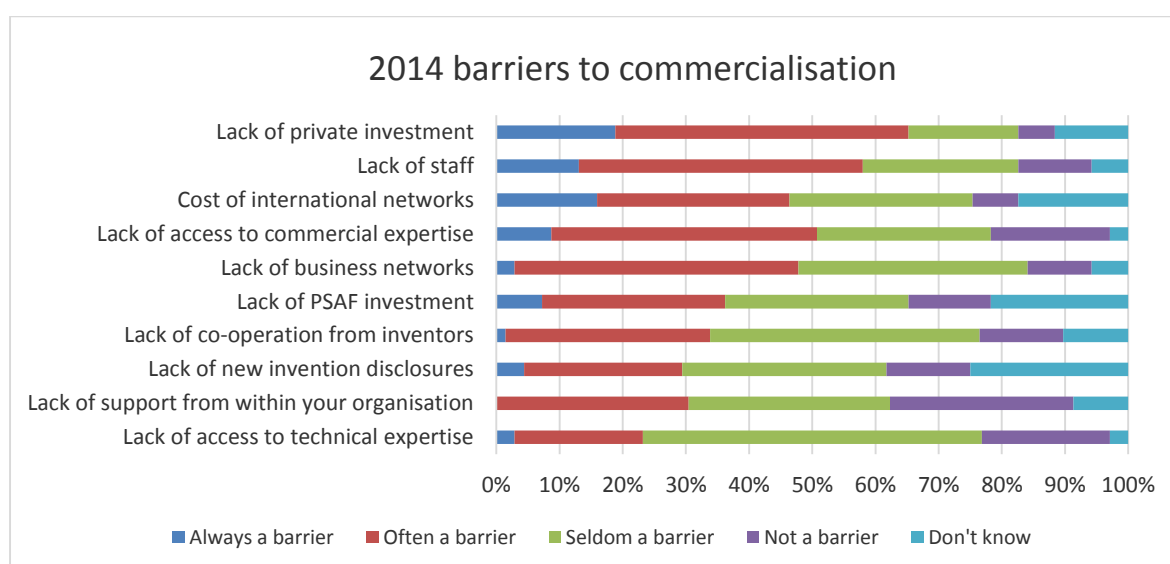


Figure 9: largest perceived barriers to commercialisation for 2014, ordered by the sum of double 'always a barrier' and 'often a barrier' together

There have been some changes over the past three years as illustrated by the table below. Interestingly *lack of new invention disclosures* has dropped from 3<sup>rd</sup> spot in 2013 to 8<sup>th</sup> spot in 2014. Whereas *Lack of PSAF investment* has moved up from 10<sup>th</sup> to 6<sup>th</sup> spot.

	2012	2013	2014
Lack of private investment	1	1	1
Lack of staff	4	5	2
Cost of international networks	3	4	3
Lack of access to commercial expertise	2	2	4
Lack of business networks	4	6	5

Lack of PSAF investment	7	10	6
Lack of co-operation from inventors	7	7	7
Lack of new invention disclosures	4	3	8
Lack of support from within your organisation	10	9	9
Lack of access to technical expertise	9	6	10

Table 5: Changes in perceived barriers to commercialisation as identified by participants between 2012 and 2014.

## QUESTION SEVEN – ADDITIONAL BARRIERS THAT ARE PRESENT

The same common themes were identified in 2014 as with 2013: **Focus and culture of the research community**, **Funding**, and **Performance measures of success**, the only addition was the theme **lack of commercialisation knowledge**.

### Focus and culture of the research community

- Scientists / IT staff would need to be able to **focus** on a development/project for some time, **without compromising the research** at the institute
- **chequered history** / success commercialisation too many poor experiences
- **Cultural barriers** between research & commercialization.
- **Lack of interest** in and understanding of commercialising **public good research**
- The tension/**perceived conflict** between developing IP and having a relationship with industry.
- Science ideas are not always **commercially feasible**
- Lack of **incentive** or compulsion to develop early stage science for commercialisation. Lack of incentive to commercialise over publish. Lack of **funding** for salaries to complete commercialisation activities (not part of a research project funding application). **Form filling for PSAF applications.**
- the 'connections' with government related organisations are generally at a glacial pace that is far **too slow for commercial organisations**. There is a lack of dynamism and often interest as it is outside their normal operating environment - that's how it feels anyway.
- Lack of **knowledge** around science commercialisation processes
- **Dispersed** industry

### Funding

- Not able to access all sources of **government funding** assistance because are a cri
- **\$\$\$ !**
- **CI co-funding support** for R&D grants difficult to obtain for companies without R&D track record and weak financial record
- Unrealistic expectation from KiwiNet that NZ businesses will **invest at 50%** level in high risk pre-commercial technology at early TRL stages ie TRL4 - 8 (before the technology is sufficiently proven/demonstrated).
- **Cost of patenting/IP** protection
- **funds** available to invest

- lack of earlier stage **funding**
- Bureaucratic issues eg internal, **Funding**, PSAF.

### Performance measures of success

- Lack of true appreciation by MBIE in recognizing industrial expertise in that although they encourage collaboration between industry and academia, their **criteria** for selecting contestable projects heavily centres around the quantity and quality of the publications of the researchers and puts little value on the successful industrial background and outstanding track record of completing major projects the investigators may have. This appears to be improving but the proposal reviewing panel members do report that being mostly academics themselves, their background provides them with a sense of appreciation for publications as opposed to asking for or recognizing successful industry expertise where seldom a researcher has a chance to publish.
- Unrealistic **valuations** of early stage technology ventures. Inadequate management.
- The quality of inventions is substandard almost always requiring redesign, i.e. often it is inherently commercially naïve and not customer centric. It has been strongly driven by **academic objectives** and the commercialization process is impacted negatively by **PBRF**.
- Lack of incentive or compulsion to develop early stage science for commercialisation. Lack of **incentive** to commercialise over publish. Lack of funding for salaries to complete commercialisation activities (not part of a research project funding application).

### Lack of commercialisation knowledge

- The quality of inventions is substandard almost always requiring redesign, i.e. often it is inherently **commercially naïve** and not customer centric. It has been strongly driven by academic objectives and the commercialization process is impacted negatively by PBRF.
- Lack of **incentive** or compulsion to develop early stage science for commercialisation. Lack of incentive to commercialise over publish. Lack of funding for salaries to complete commercialisation activities (not part of a research project funding application). Form filling for PSAF applications.
- Science ideas are not always **commercially feasible**
- Lack of **knowledge** around science comm processes
- Lack of **market understanding**

### Other comments included;

- Ability to manage our farmers as investors
- I am a journalist writing about the commercialisation field so KiwiNet's operations do not directly affect me or my organisation
- The above summarises our main challenges well.
- **Opportunities to meet** with those commercialising new technologies
- no other barriers exist for my organisation
- Solutions looking for a **problem to solve**.
- Lack of experience in **large, international markets**.
- **local market is small** lack of local industry / market "pull"

## QUESTION EIGHT – PARTICIPANTS LIKELIHOOD TO RECOMMEND KIWINET TO A COLLEAGUE OR CONTACT

The majority of participants (48.53%) indicated that their likeliness for recommending KiwiNet would be a 9/10 or 10/10 (42.86 in 2013), these are KiwiNet's 'Promoters'. KiwiNet's 'Passive's' (7-8) for 2014 were 27.94% (21.43% in 2013), while the 'Detractors' (0-6) are 23.53%, down from 35.71% in 2013. 82.3% of participants indicated a likeliness score of higher than 5 (67.9% in 2013) while 17.7% of participants indicated a likeliness score of 5 or lower (32.2% in 2013). Overall the results from this year were more positive than the results of 2013 for this question, as seen from the graph below.

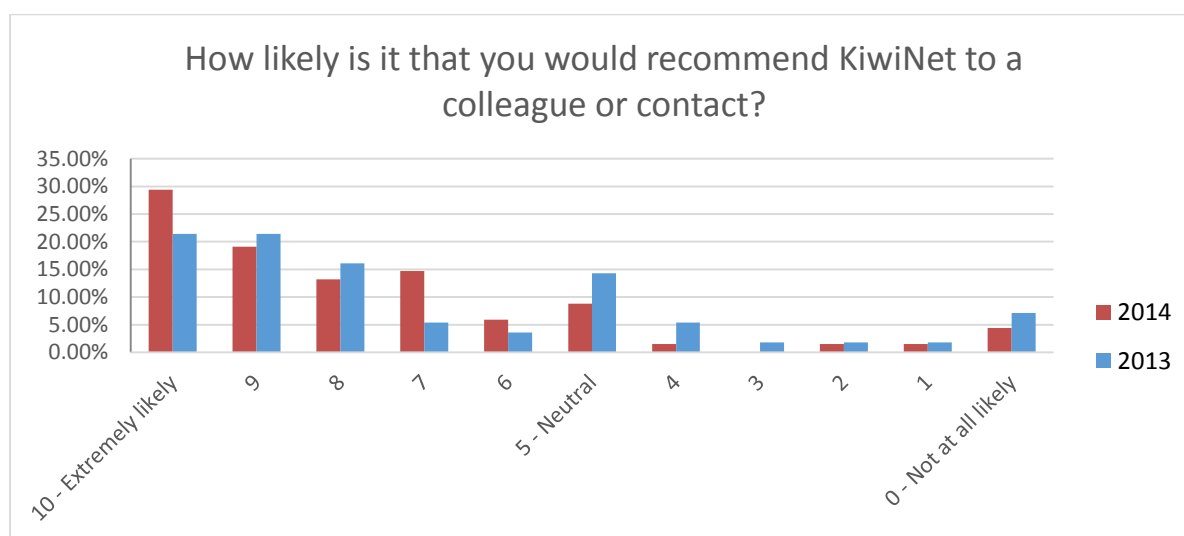


Figure 10: Likelihood of recommendation to contacts or colleagues by participants

## QUESTION NINE – USEFULNESS OF KIWINET ACTIVITIES

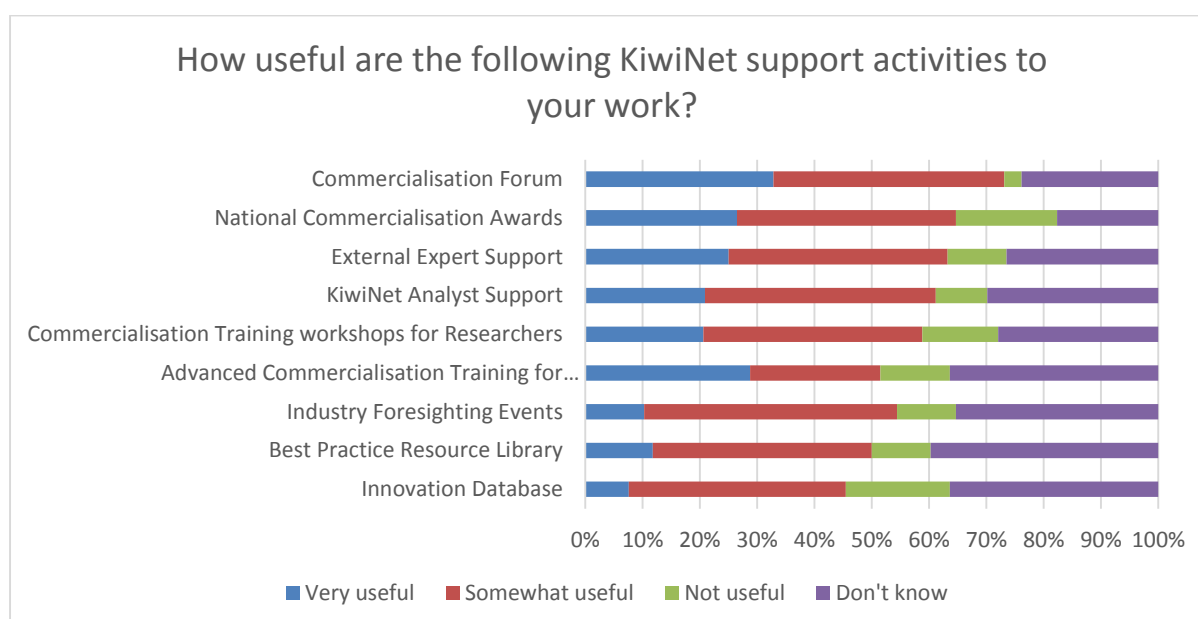


Figure 11: Usefulness of KiwiNet support activities, ranked by a weighted score (double 'very useful' plus 'somewhat useful')

Of KiwiNet's support activities, the Commercialisation Forum has been highlighted as the most useful activity provided by KiwiNet for the 3<sup>rd</sup> year running (74.24% of respondents rating the activity as either *very useful* or *useful*). The second most useful activity is the National Commercialisation Awards (for the 2<sup>nd</sup> year running, with 66.67% of respondents rating the activity as either *very useful* or *useful*), followed closely by External Expert Support (with 65.15% of respondents rating the activity as either *very useful* or *useful*).

	2012	2013	2014
<b>Commercialisation Training workshops for Researchers</b>	2.14	2.56	2.49
<b>Advanced Commercialisation Training for Commercialisation Staff</b>	1.68	2.53	2.56
<b>Commercialisation Forum</b>	1.55	2.24	2.18
<b>National Commercialisation Awards</b>		2.18	2.26
<b>Best Practice Resource Library</b>	2.50	2.80	2.78
<b>KiwiNet Analyst Support</b>		2.59	2.48
<b>Innovation Database</b>		2.58	2.83
<b>Industry Foresighting Events</b>		2.44	2.71
<b>Student hothouse network</b>	3.09		
<b>External Expert Support</b>			2.38

Table 6: Rating averages for usefulness of KiwiNet support activities from 2012 to 2014

The table above shows the differences between the average rating from 2012 to 2014. A lower score indicates a higher level of usefulness (since 1 = very useful, 2 = somewhat useful, 3 = not useful, 4 = don't know). Some scores have decreased (which indicates they were perceived to be more useful by participants) and some have increased (less useful). On average 30% of people ticked 'don't know' which negatively influences the average score. This theory is supported by the comments below provided by participants, which also indicated that KiwiNet needs to increase awareness of its activities to these new/increased target audiences.

## QUESTION TEN – IMPORTANCE OF CONNECTIONS AND COLLABORATIONS

The vast majority of respondents (90.91% up from 83.3% in 2013) indicated that connections and collaborations with other research organisations is important to helping them achieve their role; 45.45% selected 'strongly agree' (57.4% in 2013) and 45.45% 'agree' (25.9% in 2013).



Figure 12: Importance of connections with research organisations



Figure 13: Importance of connections with other research organisations

## QUESTION ELEVEN – KIWINET BUILDING GREATER CONNECTIONS

57.58% of participants either *strongly agree* or *agree* that KiwiNet's activities have helped to build greater connections and collaborations with other research organisations. This percentage is relatively unchanged from 57.41% in 2013.



*Figure 14: KiwiNet's connection effectiveness with research organisations*

Answer Options	Strongly Agree	Agree	Unsure	Disagree	Strongly Disagree	Rating Average
<b>2014</b>	18.18%	39.39%	21.21%	19.70%	1.52%	2.47
<b>2013</b>	25.93%	31.48%	11.11%	24.07%	7.41%	2.56
<b>2012</b>	59.09%	36.36%	0.00%	4.55%	0.00%	1.5

*Table 7: Perceived effectiveness of KiwiNet at helping respondents build greater connections with other research organisations*

### **Strongly Agree group**

54.55% of people who strongly agreed with the statement were commercialisation professionals at research organisations. They were from a broad range of job titles including CEO, Scientists, Academics, BDMs and Analysts among others. 36% of them being from a University, 18% from a University subsidiary, 27% from a CRI, and 18% from a private company. 91% of these people either agreed or strongly agreed that KiwiNet has been an effective organisation at increasing the commercialisation of publicly funded research. 83% of these people gave KiwiNet a 10/10 as a recommendation score (which shows that they weren't recommending us based on our ability to connect them with other research organisations), and 17% gave KiwiNet an 8/10. 100% of these people thought that connections and collaborations are important to their role (92% strongly agreed, 8% agreed). 58% had never presented to an IC before.

### **Disagree/strongly disagree group**

People who disagreed or strongly disagreed with the statement were from a range of backgrounds and organisations, 50% of them being from a University, 25% from a CRI, and 25% from a private company. 28% of these people gave KiwiNet a 10/10 as a recommendation score (which shows that they weren't recommending us based on our ability to connect them with other research organisations), and 21% gave KiwiNet a 0/10. 79.5% thought that connections and collaborations are important to their role, the remainder were unsure. 57% of them had never presented to an IC before.



## QUESTION TWELVE - PRESENTATION TO THE INVESTMENT COMMITTEE

42.42 of respondents had previously presented a project to an Investment Committee. This number is relatively unchanged from 41.82% in 2013. Nearly 20% of participants have presented to an IC 2-3 times, up from 14.5% in 2013.

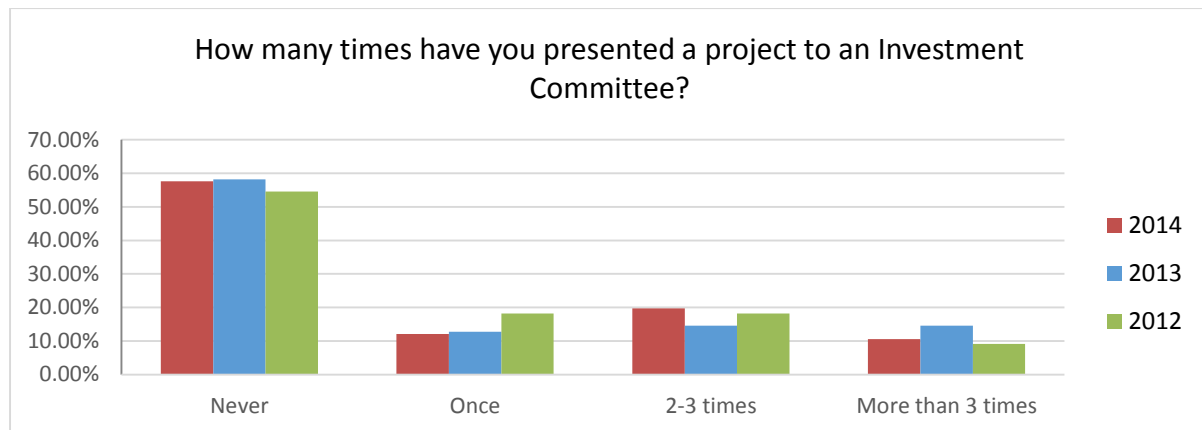


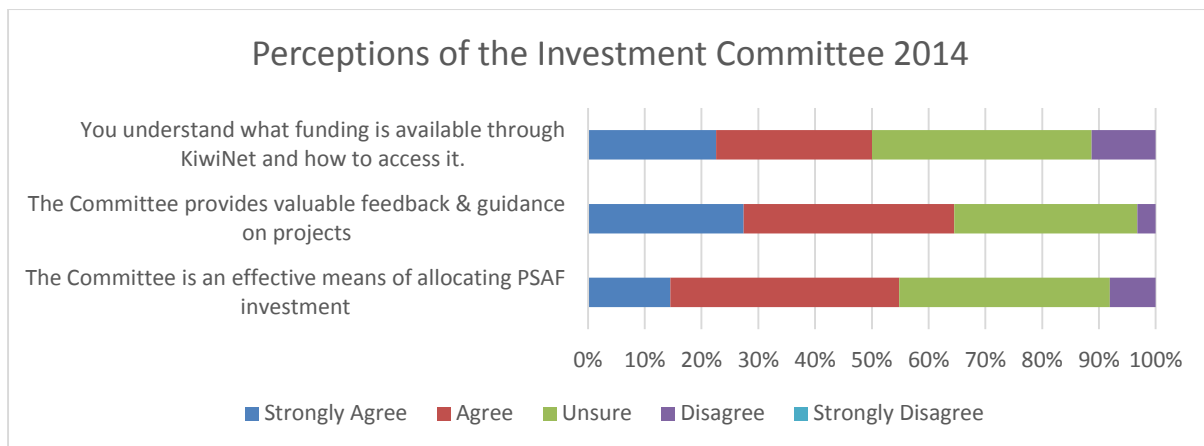
Figure 15: Number of participants who have presented to an investment committee

## QUESTION THIRTEEN - INVESTMENT COMMITTEE

In comparison to 2013, the overall perception of the Investment Committee has increased on all three aspects. Overall, the knowledge of the Investment Committee has increased, on average the percentage of people who were 'unsure' of the questions has dropped from 44.75% in 2013 to 36.02% in 2014.

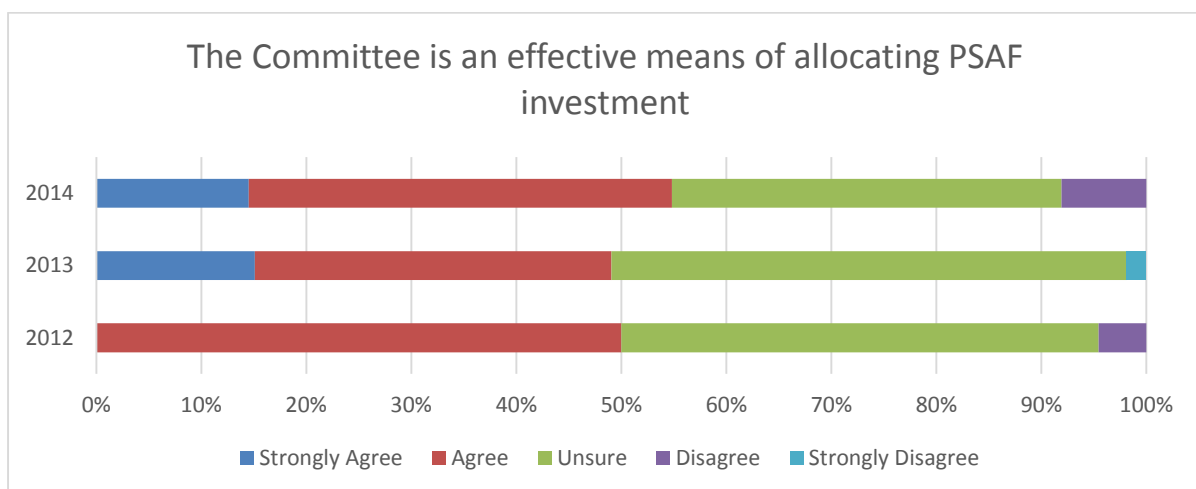
	2012	2013	2014
The Committee is an effective means of allocating PSAF investment	2.55	2.40	2.39
The Committee provides valuable feedback & guidance on projects	2.45	2.39	2.11
You understand what funding is available through KiwiNet and how to access it.	2.27	2.50	2.39

Table 8: Average ratings for the investment committee where 1 = strongly agree and 5 = strongly disagree.



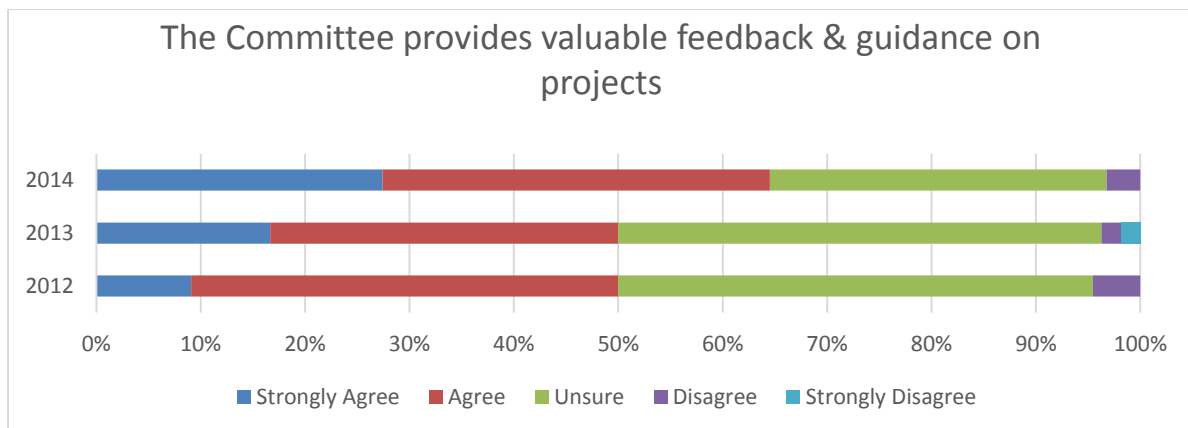
*Figure 16: Overall perceptions of the Investment Committee in 2014*

Perceptions of the committee as an effective means of allocating PSAF investment have increased since 2012. 14.52% of people strongly agreed with the statement, and 40.31% of people agreed with the statement. However there was also an increase in the number of people who disagreed with the statement, to 8.06% in 2014.



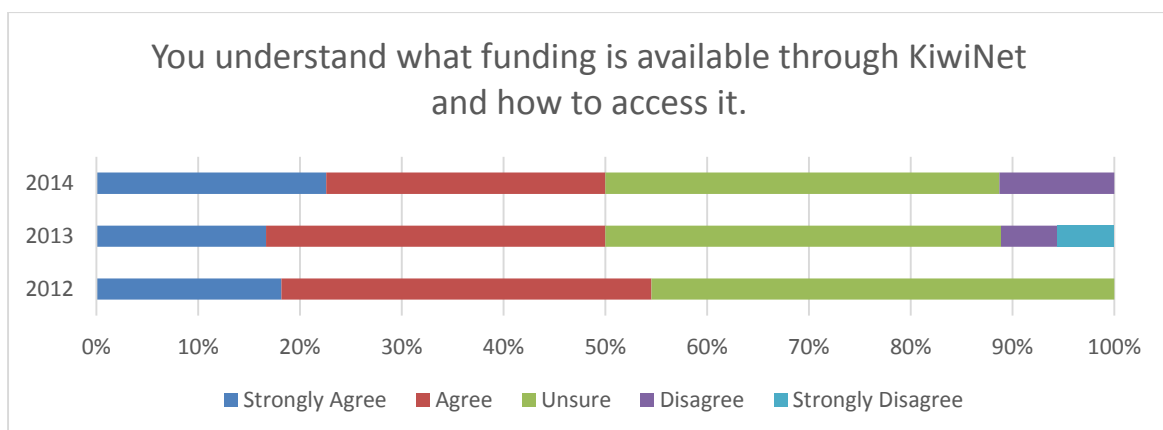
*Figure 17: Respondents feelings towards the Investment Committee regarding PSAF Investment*

Perceptions of the committee for providing valuable feedback & guidance have increased since 2012. 27.42% of people strongly agreed with the statement, and 37.10% of people agreed with the statement.



*Figure 18: Respondents feelings towards the Investment Committee regarding feedback and guidance*

Understanding of the funding available through KiwiNet has increased since 2012. 22.58% of people strongly agreed with the statement, and 38.71% of people agreed with the statement.



*Figure 19: Respondents feelings towards the Investment Committee regarding the funding available and how to access it*

## QUESTION FOURTEEN - PERCEIVED IMPORTANCE OF CONNECTIONS WITH VARIOUS PEOPLE

Businesses are perceived as the most important group of people to have connections with (67.19% of people selected 'always important') followed by individuals who can lead commercialisation activities (65.63%) and individuals who can act as expert advisors (64.06%).

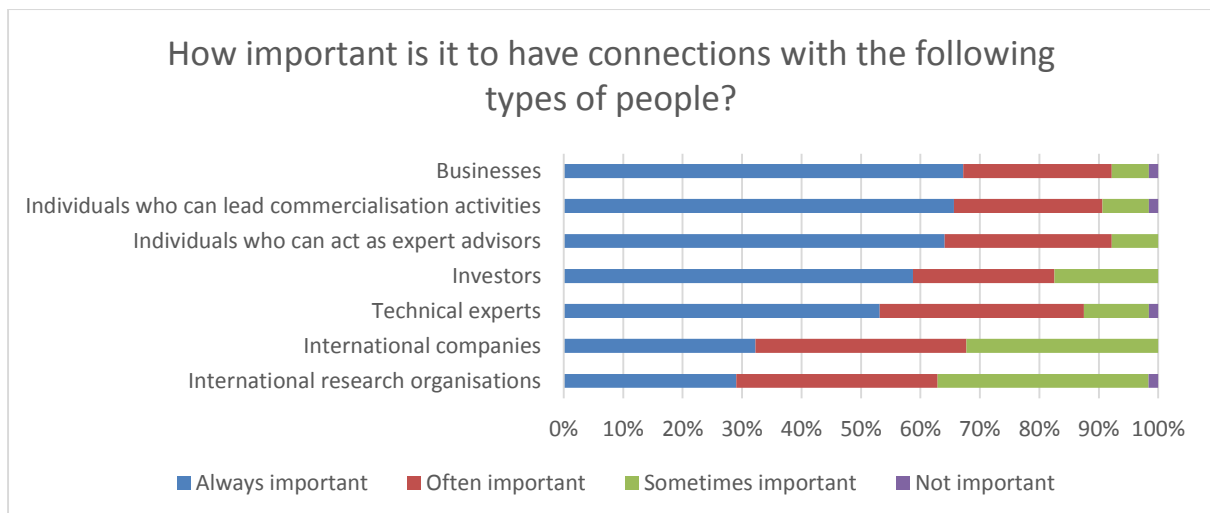


Figure 20: Perceived importance of connections with various groups of people, sorted by 'always important' score

All listed groups bar international research organisations increased in terms of their perceived importance since 2013 as shown by the table below.

	2012	2013	2014
Individuals who can lead commercialisation activities	1.45	1.50	1.45
Individuals who can act as expert advisors	1.30	1.72	1.44
Technical experts	1.45	1.63	1.61
Investors	1.70	1.63	1.59
Businesses	1.45	1.57	1.42
International research organisations	2.20	2.13	2.1
International companies	1.90	1.94	2

Table 9: Rating averages where 1 = Always important and 4 = not important

Businesses have been steadily increasing in importance since 2012 as shown by the table below, in 2012 65% of people thought that connections with businesses are always important, in 2013 the percentage dropped to 56.6% yet it still moved up a place in the rankings, now in 2014 67.19% of people believe that connections with businesses are always important.

	2012	2013	2014
Businesses	2	2	1
Individuals who can lead commercialisation activities	3	1	2
Individuals who can act as expert advisors	1	5	3
Investors	5	3	4
Technical experts	4	4	5
International companies	6	6	6
International research organisations	7	7	7

Table 10: Changes in perceived importance of connections with various types of people from 2012 to 2014

### QUESTION FIFTEEN - PERCEIVED EASE OF ENGAGEMENT WITH VARIOUS PEOPLE

In general, perceived ease of engagement with different groups of people relevant to the innovation industry in New Zealand has become more difficult over the past year on 5/7 accounts.

	2012	2013	2014
Individuals who can lead commercialisation activities	1.94	2.08	2.19
Individuals who can act as expert advisors	2.17	2.04	2.1
Technical experts	2.22	1.96	1.95
Investors	2.78	2.54	2.57
Businesses	2.17	2.09	2.23
International research organisations	2.35	2.34	2.23
International companies	2.67	2.49	2.61

Table 11: Rating averages for ease of engagement with various types of people where always easy = 1 and always difficult = 4

This year International companies have overtaken investors as the most difficult type of people to engage with, 64.52% of people thought that engaging with international companies was usually or always difficult (up from 52.83% in 2013). An important theme to note here is the increase in difficulty of engagement over the three years for individuals who can lead commercialisation activities. 16.67% in 2012, 22.64% in 2013, and 37.10% in 2014 thought they were usually or always difficult to engage with. This may be in part due to the more diverse range of respondents, but it is still a significant trend.

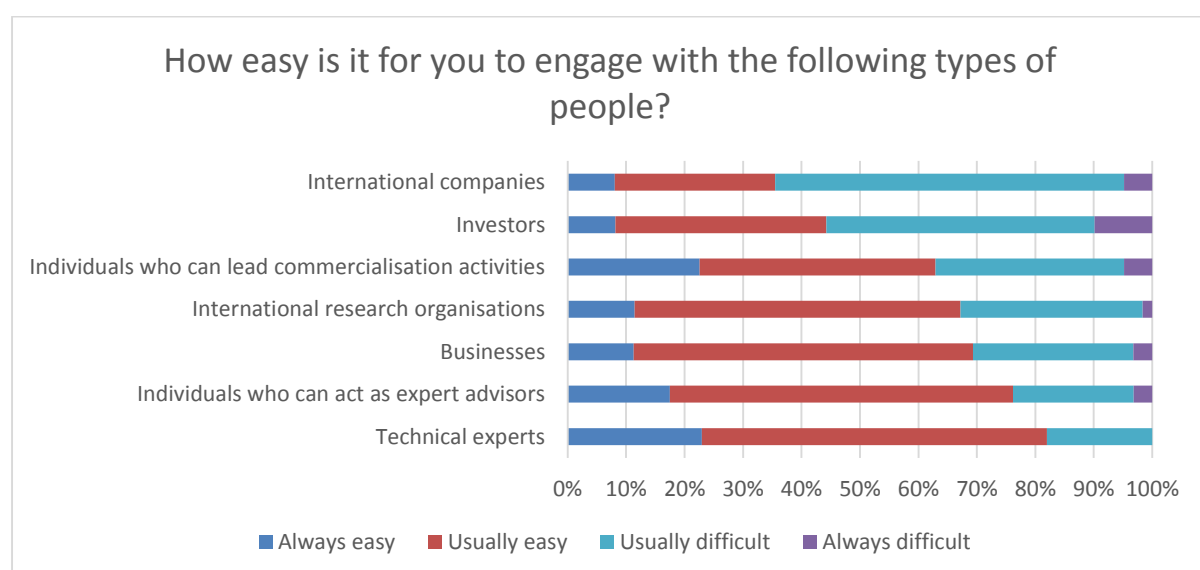


Figure 21: Perceived ease of engagement with various types of people

	2012	2013	2014
International companies	2	2	1
Investors	1	1	2
Individuals who can lead commercialisation activities	7	5	3
Businesses	6	4	4
International research organisations	3	3	4
Individuals who can act as expert advisors	5	6	6
Technical experts	4	7	7

Table 12: Difficulty of engagement order changes over the past three years

## QUESTION SIXTEEN – KIWINET'S USEFULNESS IN CONNECTING VARIOUS PEOPLE

Perceived usefulness of KiwiNet in connecting organisations to various people has increased on all accounts in 2014.

	2012	2013	2014	2014 Adjusted
Individuals who can lead commercialisation activities	2.39	3.00	2.63	2.58
Individuals who can act as expert advisors	2.67	2.87	2.56	2.53
Technical experts	2.67	2.98	2.67	2.59
Investors	2.89	3.20	2.78	2.71
Businesses	3.11	3.07	2.87	2.80
International research organisations	3.18	3.27	2.98	2.92
International companies	3.24	3.21	3.04	2.98

Table 13: Rating averages for the period 2012- 2014 where 1 = Always helpful and 4 = not helpful, the column on the right is the rating averages for 2014 having taken out a few people's data who said that they clicked "not helpful" as a 'don't know' option. *Next year's survey will include a N/A option.*

The below graphs show the continual improvement in perceived usefulness between 2012 and 2014.

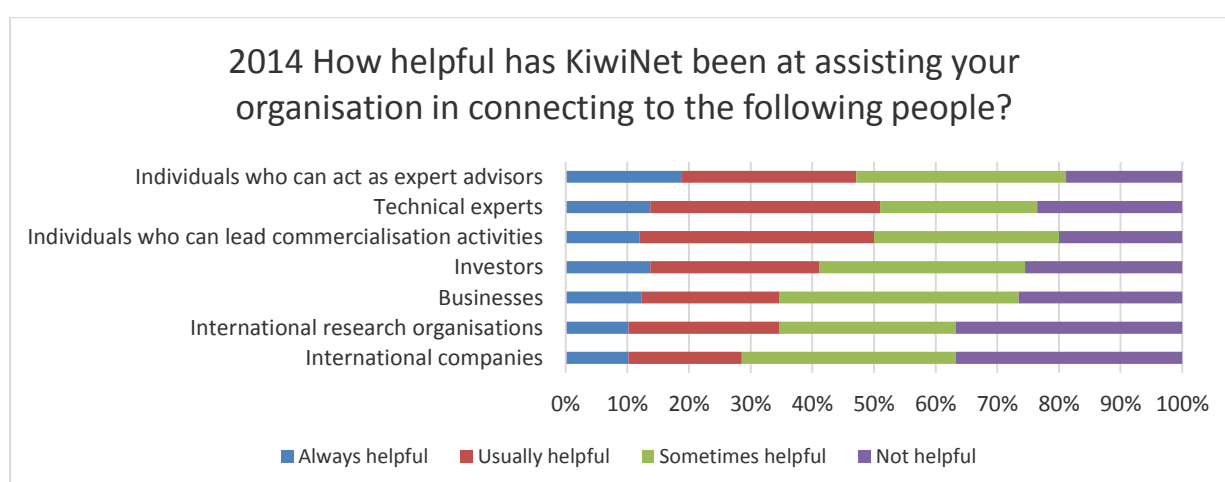


Figure 22: Perceived usefulness of KiwiNet at assisting connections to a variety of people in 2014

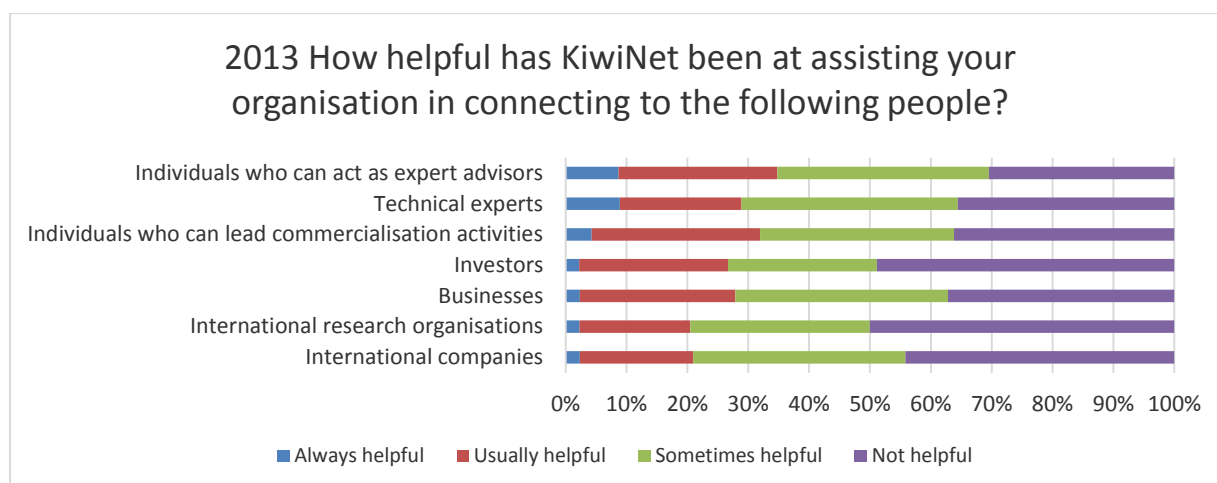


Figure 23: Perceived usefulness of KiwiNet at assisting connections to a variety of people in 2013

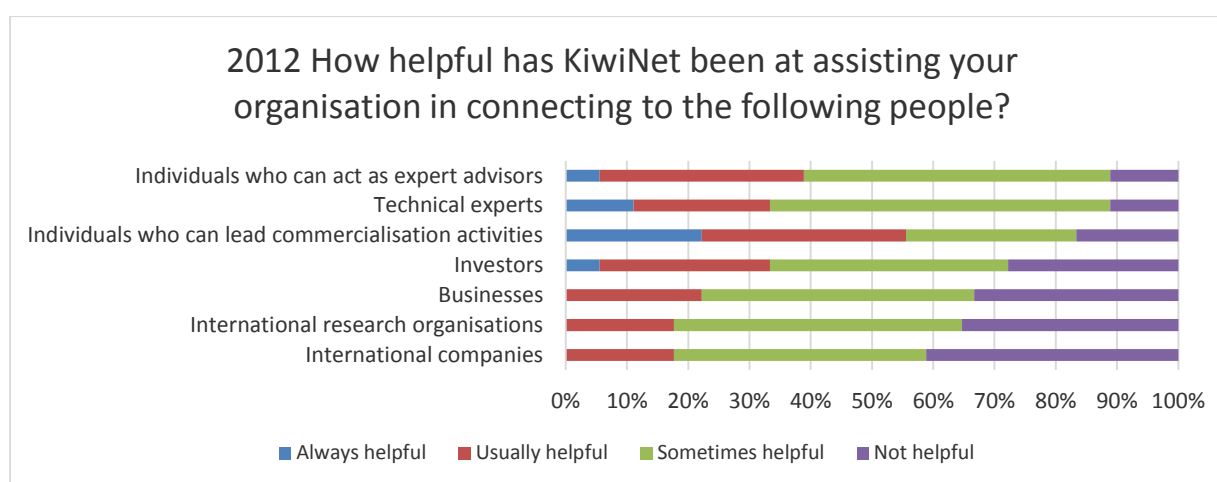


Figure 24: Perceived usefulness of KiwiNet at assisting connections to a variety of people in 2012

	2012	2013	2014
Individuals who can act as expert advisors	3	1	1
Technical experts	2	2	2
Individuals who can lead commercialisation activities	1	3	3
Investors	4	5	4
Businesses	5	4	5
International research organisations	7	7	6
International companies	6	6	7

Table 14: Order changes for perceived connection usefulness of KiwiNet with various groups of people, 2012 to 2014

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## QUESTION SEVENTEEN – ADDITIONAL SUGGESTIONS

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The following comments were provided by participants who had additional suggestions for the KiwiNet team.

- Get out there more - walk the talk - be **closer to the action** in places
- KiwiNet needs to focus on **PSAF administration**. You need to make it easier to get larger projects funded. KiwiNet needs to **avoid trying to expand its role**.
- possibly our programme is outside scope - PGP partnership
- **Involve private business consultants/investors** more centrally. It should not be a university/CRI benefit society.
- More **sharing of methods/models of commercialization** - things that people have tried to get better/faster results, accelerate projects, cope with variable invention disclosure rates and respond to capacity issues...
- Would be good to have an indication of progress through this **survey** (eg 20% complete etc). Too time consuming. – *We will attempt to include this for our surveys next year*
- Pay researchers to complete longer commercialisation activities or training. One day workshops do not really educate or identify viable projects, they only raise awareness. Research grants fund research activities not commercialisation so don't expect researchers to give up their time and funds to support commercial investigations/activities prior to PSAF. Don't flood the market with training or compete with organisations to satisfy KPIs. **Return to the initial focus on building networks and collaboration to accelerate commercialisation not education and training.** Reduce the number of training workshops and fund researchers to take the time to complete commercialisation activities.
- need to get it out to the **non government organisations**
- Keep up the good work
- Keep doing it!