

TRaM

Translating Research at Melbourne

*Australia's premier
University-based
research impact
accelerator program*

Take your research further with TRaM

Realising the commercial impact of research

Translating Research at Melbourne (TRaM) is the development pathway for research impact at the University of Melbourne.

Established in 2016, TRaM supports researchers to maximise the commercial impact of their research by developing an entrepreneurial research culture around the University and enhancing Melbourne's reputation for delivering tangible, real world research impact.

As a strategic activation initiative of the University's Enterprise Agenda, TRaM is a key element of the broader entrepreneurial

ecosystem and one of the three pillars of the Melbourne Entrepreneurial Centre within the Faculty of Business and Economics.

To date, over 65 researchers and their collaborators from seven faculties and three research institutes have participated in TRaM program training, developing their business acumen and an entrepreneurial mindset. In 2018, the program attracted investment from the State Government of Victoria to support expansion of the program across the Melbourne Biomedical Precinct.

TRaM by the numbers



3 incorporated startups established



13 invention disclosures filed



Program expansion to Melbourne Biomedical Precinct



10 patents filed



\$1.8m in research income from industry partners



3 major award wins



\$3m in research income applied for from non-traditional sources



7 major award finalists

A note from the TRaM Director

Imagine a research community where researchers and higher degree students are as engaged with industry as they are with publishing research.

Where academics are not just the agents of their own change, but are the engines of our knowledge economy, helping create dynamic and disruptive companies that create export revenue, and employment, at five times the rate of the rest of the economy.

That is the promise of an innovation-focused research community, and that is what we are building at TRaM.

A number of factors are aligning around this vision: the recent successful exits of Australian research-intensive companies such as Fibrotech, Spinifex and Hatchtech have proven to the investment community that research can not only be impactful, but commercial. Combine this market “pull” with the “push” from government for research funding to be customer-led, and there has never been a better time to pursue research impact in Australia.

The TRaM approach is not just for start-ups. Yes, many of our teams are forming startups and spin outs. Others, just as validly, are establishing multi-million dollar collaborations with industry, working with government as a

customer, or joining forces with other startups from across the community. In all cases though, the impact of their research is only enhanced.

Now in its third year, TRaM and its participants continue to achieve great things. This milestone gives us an opportunity to reflect on how we can continue to best serve the research community and perpetuate this new research paradigm.

We've discovered that timing of participation matters. The teams participating in TRaM this year have been able to progress further, faster because of the maturity of their IP. We need to encourage researchers to participate in TRaM's suite of programs as and when appropriate to their stage of readiness and facilitate this process by running modules more often.

Innovation is a team sport and we have seen how collaborating with students from The Wade Institute Masters of Entrepreneurship and Melbourne Business School Future Founders has led our researchers and their projects to benefit from diverse perspectives and entrepreneurially minded actors. These partnerships continue to produce greater benefits for all participants as they learn from a range of different perspectives and we will seek to provide more opportunities for such collaborations to happen in the future.

Most importantly, we understand that bringing research intensive innovations to market takes time, and that means working with our TRaM graduates to continue providing support and guidance, space to work in and likeminded people to work alongside. Our goal is to build out our service offering for TRaM alumni and other like-minded researchers who are working on commercially impactful projects, creating a dedicated community of research innovators at our TRaM Depot.

TRaM already offers more value to more people, connects researchers, advisors and entrepreneurs and promotes the research entrepreneurial agenda. That's the journey we're on, and we hope you can continue to be a part of this incredible ride!



Dr Simon Wilkins
TRaM Program Director

The TRaM journey

TRaM runs a comprehensive suite of programs with the aim of giving researchers and collaborators a toolkit they can use to assess the viability of commercialisation opportunities and successfully bring them to market. Teams participating in TRaM's flagship programs (Track and Runway) receive ongoing support, mentoring and office space.

Who is eligible to apply for TRaM?

TRaM welcomes researchers from across the University of Melbourne research precinct and its affiliated research institutions, along with their students and collaborators. We encourage all researchers that are passionate about impact to consider applying.

How it works

Our programs are designed to create and deepen the understanding of research commercialisation within the research community, enhancing the perception and pursuit of research impact. Our two flagship programs, Track and Runway, progressively build researcher capability via focused support and team-based experiential education, giving them the best chance at continued success, while our workshops and bootcamps provide an accessible entry point to those who are keen to learn more, but not sure where to start.

The TRaM model

TRaMx – 2-day intensive

1

“I’m interested, but I don’t know where to start”

Who cares?

- › Explains the TRaM methodology as a stand-alone experiential workshop for individuals
- › Provides access to networks and potential team members
- › Builds to Track application and entry

TRaM Track – 8-week program

2

“I’ve got a project with impact potential, and I need a best-practice approach to follow”

What do customers want?

- › Experiential 8-week program (one day per week)
- › Sequentially works through the TRaM methodology
- › Coaching from our program leaders and mentors
- › Undertake market validation and business model generation, iteratively interviewing customers

TRaM Air – TRaM’s incubator

4

“We are already working with customers, but I need to continue to engage with TRaM staff and participants”

Let’s work on getting it to market

- › New to TRaM in 2019, Air is an incubator space focused on accelerating research impact for research intensive startups and industry collaborations
- › Businesses work alongside other teams progressing through their research commercialisation journey
- › Co-located in corporate offices with the TRaM program leaders, alumni and supporters

TRaM Runway – 12-week program

3

“We have a target customer segment, but need intensive support to get to market”

Can we deliver what customers want?

- › Experiential program over 12 weeks, one day per week
 - › Coaches teams through developing and validating their business models and progressing commercial planning
 - › Supported by co-location with program leaders and mentors
- Teams get access to funds for commercial advancement provided by the team’s faculty or Institute to accelerate commercial insight.

Partners

We're always interested to hear from potential partners – whether you'd like to come to more TRaM events, be a guest speaker or mentor, co-locate with our teams, or work with us to deliver value for your organisation.

Want to find out more? Get in touch

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 @TRaMunimelb

 [translating-research-at-melbourne](https://www.linkedin.com/company/translating-research-at-melbourne)

 @TRaM_unimelb

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**Melbourne
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*“Where research can
be commercialised,
it should be, and
where research
can be put to
good use in ways
other than via
commercialisation,
it should be.”*

— Prof Duncan Maskell,
Vice-Chancellor, University of Melbourne