



## Commercialisation of Science

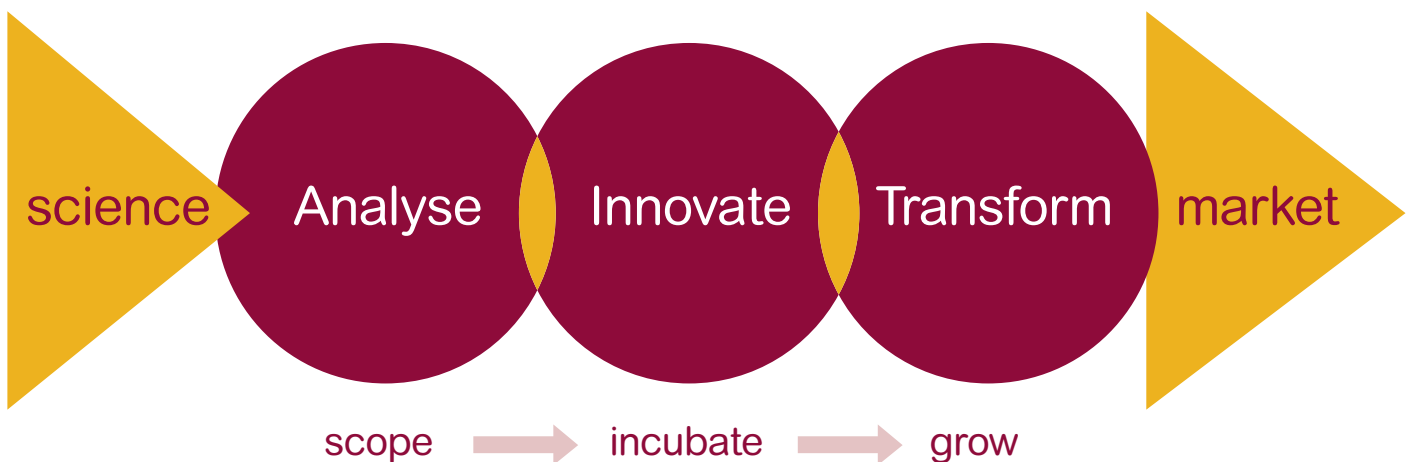
CBSL is a healthcare and life sciences consultancy headquartered in the North East of England, with a successful track record of delivering to universities, the NHS, public organisations and start-up companies. CBSL has specific expertise in the complex process involved with scoping, incubating and growing spin-outs from universities. CBSL has developed a suite of capabilities and expertise that has been demonstrated over the life cycle from initial scientific invention, through IP and due diligence to proof of concept, company formation and development. CBSL has in-depth experience in fund-raising, venture capital investment, business planning and interim management.

Through this complex process of commercialising science, CBSL consultants have worked flexibly with academic founders, university technology transfer professionals and investors to accelerate spin-outs to commercialisation and value realisation. From our extensive portfolio of work, we have demonstrated the ability to **ANALYSE** technology and markets, **INNOVATIVE** and develop pathways to commercialisation and to **TRANSFORM** organisations' prospects to generate value.

### Taking academic science to market:

#### our three stage commercialisation model

We have developed an in-house model which maps the pathway to the development of a successful spin-out company. The approach is tailored to match clients' internal processes, so that a synergistic and efficient process can be applied at a strategic level to manage a pipeline of opportunities.



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## SCOPE

### Scoping the potential of your idea

- Strategic analysis of research capabilities
- Technology feasibility – applications and risks
- Competition analysis – determining opportunities and threats
- Market analysis – assessing the market need

This phase of any commercialisation process is often the most important. If done correctly, critical time and resources can be saved by identifying the high potential opportunities, key milestones and risks. This stage includes scoping the technology capability, IP landscape and risks, market sector applicability and size, competition, risks and milestones to commercialisation and regulatory hurdles.

CBSL has in-depth industrial experience in the rapid assessment of complex technologies and markets.

## INCUBATE

### Idea realisation and business proposition

- Customer-driven development
- Proof of concept – proving the concept meets market needs
- Accessing funds – identifying funds that can develop the technology
- Technology development – defining the pathway to product

The potential of any scientific discovery or idea to realise value to society requires a combination of technology development framed by an understanding of the unmet market needs. This stage includes direct customer engagement to assess market potential and providing direct information on customers' desired performance, competitive products and early adopters for prototype products.

The careful design and implementation of proof of concept studies is a critical part of the pathway of commercialisation. The correct balance between demonstrating the technology performance and how this relates to market needs must be planned into a study to ensure timeliness and minimise cost.

The accessing of funds for market-focused technology development is often a limiting factor. We have experience in assisting individuals and academic groups to secure these competitive funds.

Incubation of technology-based commercial opportunities is often a creative process, at the end of which an outline business proposition emerges.

Developing science into market-ready and market-valued technology is a key skill provided by CBSL.

## GROW

### Business development and commercial reality

- Company operational set up - forming your business
- Marketing – taking your product to market
- Business planning – turning your ideas into commercial reality
- Fund raising – identifying growth funds
- Interim management and leadership – providing the commercial expertise

If the route to commercialisation is via a start-up then the ability to access services and expertise normally found in larger companies becomes an issue. We have developed a suite of services and innovative approaches which covers operational start-up through marketing to venture capital and other fund-raising.

This model has already been pioneered by CBSL with North East university spin-outs. Academic entrepreneurs have been teamed with sector experienced commercial experts to lead in the development of the business plan, raising external venture financing and, where appropriate, to take interim executive roles within the new company.

CBSL consultants bring an industry perspective and track record that complements the expertise of academic and other science-based institutions.

**Contact us now to find out how we can help you commercialise your science.**

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