**UQ School of Pharmacy - Guidelines for writing a one-page research commercialisation plan**

As part of the [project documents for progress reviews](https://graduate-school.uq.edu.au/school-pharmacy-progress-review-guidelines), UQ School of Pharmacy HDR students are asked to submit one page on the following topics, if applicable to the research project: a research knowledge translation plan; and/or a research commercialisation plan; and/or a consumer and community involvement plan. This document provides guidance on the contents of a **research commercialisation plan**. Students should address the following questions succinctly in one page. Additional information beyond one page can be provided in an appendix. Note: This preamble and the guidance text below, if included in your plan, does not count as part of the one-page limit.

**What is the unmet clinical and commercial need?**

* What is the problem in the marketplace that is the unmet need? What is the addressable market? What is the value of the market?

**What is your solution?**

* State the key features of your technology. How does your solution specifically address the problem? How would your solution fit in the industry process or clinical workflow? (Disruptive solutions, not incremental change)

**IP protection considerations – has UniQuest been contacted?**

* Have you signed the Student IP deed? What is the key IP (potential for patent, know-how, copyright…)? Has or will the technology be presented (conference, seminar, publication)? Is there commercial rationale to embargo my thesis publication?

**What is the competitive landscape?**

* What is standard of care? Competitor analysis – what are their limitations and how does your solution differ (first-in-class / best-in-class)? Include emerging technologies in development and don’t forget patent literature.

**Who are the potential industry partners?**

* What is the alignment with their pipeline / why would they want to pay for your technology? Any deal activity (licence / investment)? What development stage was the technology at – will you have the data to attract industry?