

Technology Commercialisation

Taking a technology from concept through to a viable, profitable and sustainable operating business requires a broad range of skills and experience.

Vandis can assist the creators of a technology concept to develop and execute a structured, managed plan to bring their technology to the market and achieve the full potential of its commercial success.

A professional commercialisation plan needs to determine the business model appropriate to pursue the specific opportunities addressed by the technology in question. It needs to consider cost models, pricing, finance, further development, staffing, sales, marketing, support, alliances, management, governance and a range of other options.

Most importantly a plan needs to maximise the technologies commercial potential – ensuring the management of operations within the realistic constraints and resources of its owners.

Vandis brings experience, industry reach and entrepreneurial drive to recommend, develop and help to execute innovative but mature commercialisation strategies. We optimise the balance between risk and opportunity to achieve the greatest possible success from the commercialisation of your technology and the development of your business.

Call to discuss how Vandis can help you to bring your technology based products and services into a commercial reality.