



# TRaM

Translating Research at Melbourne

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

*“In the end, it is all about making impact with our research”*

Prof Jim McCluskey

Deputy Vice-Chancellor (Research), University of Melbourne

The program has already achieved *key outcomes...*

TRaM participant teams are already having impressive impact.



**3**

*Invention disclosures filed*



**\$350K**

*Industry partner contributions*



**2**

*Provisional patents*



**>\$3m**

*Research income applications*



**2**

*Startups established*

# Our Vision

*“To accelerate research commercialisation culture and understanding”*

## The Challenge

As identified by the Innovation and Science Australia 2016 Innovation, Science and Research (ISR) system performance review *“strong performance in research is not matched by similar performance in commercialisation... and our education system is not equipping young Australians with the skills and entrepreneurial perspectives necessary for achieving a stronger ISR System in the future.”*<sup>1</sup>

## How do we cultivate an entrepreneurial mindset within our research community?

The Translating Research at Melbourne (TRaM) program supports the researcher community to understand and deliver research impact with guidance and support from experienced research commercialisation experts, mentors and advisors.

## Who is eligible to apply to TRaM?

All researchers employed by participating research institutions are eligible for the program, along with their students and collaborators. For eligible institutions, please contact the TRaM team.

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<sup>1</sup> <https://industry.gov.au/Innovation-and-Science-Australia/Documents/ISA-system-review/Performance-Review-of-the-Australian-Innovation-Science-and-Research-System-ISA.pdf>

# The TRaM Journey

Our program pipeline begins by fostering broad awareness. We then progressively build researcher capability via focused activities. This ensures the greatest chance of success at each stage.

## Boot Camp

🕒 2 days

### **Bootcamp: “Who cares?”**

- › Get exposure to key approaches and frameworks for success
- › Test if your research solves a problem that people care about
- › Meet like-minded researchers

A 2-day experiential workshop that serves as a key part of the selection process for the ‘TRaM Track’ program.

**“The bootcamp was good – it took us out of our comfort zone; we liked the fast pace”**

– Linden Jensen-Page, TRaM17

## TRaM Track

🕒 8 weeks

### **TRaM Track: “What do they want?”**

- › Find customers that have a critical problem to solve
- › Design and test “experiments” to identify a business model
- › Start to build a business team

An experiential 8-week sub-program (1 day per week) to sequentially work through the Lean LaunchPad curriculum to assess “problem:solution fit” as it applies to each Team’s opportunity. Co-location with the program leaders and mentors allows teams to be led through market validation and business model generation based on iteratively interviewing end-users / customers.

**“I now understand applied research... even if I thought I was doing it before!”**

– Rryan Adita, TRaM17

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ocused support for a select number of teams.  
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## TRaM Runway

🕒 12 weeks

### **TRaM Runway: “Can we deliver it?”**

- › Develop and validate your business model
- › Connect to external advisors to accelerate impact
- › Strengthen your team

An experiential 12-week sub-program (1 day per week) for each team to further develop and validate its business model and to progress its commercial planning through co-location with program leaders and mentors. Each team has access to funds for commercial advancement provided by the team’s faculty or Institute to accelerate commercial insight (e.g. prototyping, customer engagement, production of promotional materials, business development).

**“If you have an idea of the technology you want to commercialise...**

**TRaM gives you all the necessary foundations, knowledge, mentorship, and tools that you need to make it happen.”**

– Dr Mohsen Kalantari, TRaM16

# Our Team



**Mr Doron Ben-Meir**  
*VP Enterprise*  
*TRaM Program Sponsor*

Doron is VP Enterprise at the University of Melbourne. He has extensive experience in the venture capital industry and commercialisation more generally. Over the past twenty five years he has been involved in numerous venture capital organisations; has been a founder or co-founder of six start-up companies; as well as an investor, investment manager, and advisor to several other companies. He is also a Director of Biocurate – a joint venture with Monash University to accelerate therapeutic development.



**Dr Simon Wilkins**  
*TRaM Director*

Simon leads innovation development within the VP enterprise portfolio and is passionate about research commercialisation. He previously worked at Tech Transfer offices of both UQ and UoM (where he served on the advisory board for BACE Therapeutics) and has also worked for Novartis and in business development for several early stage high-growth biotech startups. He holds a PhD in Developmental Genetics, and Honours in Physiology.



**Dr Lauren Sosdian**  
*TRaM Program*  
*Coordinator*

Lauren is the TRaM program coordinator and a PhD graduate from the University of Melbourne in biomechanics. With previous research experience in medical devices, Lauren also has a Master's degree from the University of Oxford and a Bachelor's degree from Clemson University in biomedical engineering.



**Mr Richard Day**  
*TRaM Mentor Network  
Manager & Chief Agitator*

Richard has 15 years experience in the fields of technology commercialisation and working in and around start-up and high growth companies. Including working for the UoM Tech Transfer office. Prior to that he worked for IBM, Ford and Krupp. Richard has an Honours degree in electrical engineering and a graduate diploma in management.



**Ms Tristonne Forbes**  
*TRaM Program  
Facilitator & Coach*

Tristonne specialises in getting big ideas to revenue. An experienced startup facilitator and coach that has worked with more than 200 teams, Tristonne was previously a Partner with Pollenizer and co-developed and delivered the national ON Accelerator Program methodology.



**Mr Nick Roberts**  
*TRaM Event  
Coordinator*

Nick is the TRaM Event Coordinator and is a University of Melbourne Arts graduate. Currently completing a Master's degree in public policy and management, Nick also has several years experience in events through previous roles with the Carlton Connect Initiative and student groups.

# Further information

## **For program enquiries:**

*Dr Simon Wilkins, TRaM Program Director*

[simon.wilkins@unimelb.edu.au](mailto:simon.wilkins@unimelb.edu.au)

## **For teams, or to apply:**

*Dr Lauren Sosdian, TRaM Program Coordinator*

[lauren.sosdian@unimelb.edu.au](mailto:lauren.sosdian@unimelb.edu.au)

## **For mentoring:**

*Mr Richard Day, Mentor Network Manager*

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