

## Case Study: IXC finds Industry Partners for University

The InnovationXchange's IXC Intermediary service played an integral role in securing over \$800,000 worth of funding and resources for research at La Trobe University.



### Issue

La Trobe University, a client of the InnovationXchange, has intellectual property and know-how in genetic plant biology with potential applications in the cropping and food industry. The university and researchers were looking for an industry partner to further develop this into a market-ready technology.

### Approach

The IXC Intermediary working within La Trobe University was able to identify a number of potential industry partners through the IXC Intermediaries and their global networks, and by tapping into the IXC knowledge base – the Vault .

Through IXC's unique methodologies, IXC was able to investigate each of these potential partners and confidentially ascertain which organisations would be best suited, without fear of IP contamination.

A thorough understanding of La Trobe University and the specific intentions of this research group enabled the IXC Intermediary to identify Pacific Seeds (and parent company Avanta India) as having synergistic views, as well as the necessary capabilities and resources to further develop this technology.

### Outcome

Through the InnovationXchange's stepwise disclosure process, the IXC Intermediary introduced the two organisations and facilitated initial communications.

This introduction led to a successful ARC Linkage application worth almost \$400,000 in ARC linkage funding and matching resources from Pacific Seeds to develop this technology toward a market product.

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