

## ISBS 2018 AUCKLAND SPORTS TECHNOLOGY FORUM KEYNOTE PANEL

### SCIENCE TO COMMERCIALISATION –TRANSLATING SCIENCE TO COMMERCIAL OUTCOMES

Brian Russell<sup>1</sup>, Thor Besier<sup>2,3,1</sup>, Eric Helms<sup>1</sup>, Farhan Tinwala<sup>1</sup>, Ryan Archibald<sup>4</sup>

Auckland University of Technology, Sports Performance Research Institute New Zealand (SPRINZ), Auckland, New Zealand<sup>1</sup>; Auckland Bioengineering Institute and Dept of Engineering Science, University of Auckland, Auckland, New Zealand<sup>2</sup>; VICON-IMeasureU<sup>3</sup>; ATEED, Auckland, New Zealand<sup>4</sup>.

Scientific method and commercialisation have different approaches and definitions of success. Both need to be validated in a trusted way but under different scenarios. Publishing verses finding customers and investors brings different challenges. This panel discussion will discuss challenges of translating science to commercial applications.

**KEYWORDS:** commercialisation, science translation, reliability, validation, exit

**INTRODUCTION:** Validation is a critical component to the scientific method and translation of scientific knowledge, algorithms, and technology to real-world sporting or clinical settings, and requires rigorous testing by multiple stakeholders. This process can take decades to have an influence on clinical practice. Validation is also a crucial part of translating technology and science into commercial application, although in this context validation needs to take into account usability, manufacturing, price/performance trade-offs, finding a product-market fit and determining your value proposition in the market place. This discussion will draw on the experience of a diverse panel to highlight some of the challenges of translating science to commercial applications. By illustrating through examples from the diverse and experienced panel members, various validation methods and their implications for commercialising a product or algorithm, compared with validating a hypothesis, will be covered.

*This is an invited panel presentation. The abstract has been peer-reviewed according to ISBS criteria.*