

## SELECTED WORKS

This programme helps RCA students, alumni or staff protect their products and get them to market through licensing.

### What we look for in your product:

- **Commercially viable:** it must fulfil a genuine market need and the predicted retail price of the finished product must be higher than the predicted manufacture cost.
- **Uniqueness:** it must be patentable or design registerable.
- **Technically feasible:** even if you have not resolved all the technical aspects of the product when you apply, we will only take on products where we believe the technical challenges are solvable.

### Eligibility:

- You must be a registered student, an alumnus or a staff member.
- Students must have the agreement of their Head of Department.
- You have the enthusiasm and drive to pursue the commercialisation of your product.

### What we offer you:

If your application is successful, you will enter into an Agreement with the RCA regarding the profit-sharing of any future income arising from the commercialisation of your product. The College patent attorney will draw up a patent application prior to the SHOW. InnovationRCA will then work with you to find a licensee.

- **Financial assistance:** patent/design registration costs; where feasible prototyping costs
- **Commercialisation assistance:** we will help you build the business case; give you access to our commercial partner networks; help with publicity
- **Legal assistance:** patent applications; licensing; commercial negotiations and agreements.

## SELECTED START-UPS

InnovationRCA and FuelRCA offer you the chance to pitch your business idea to Angel Investors at a private event in the College's Senior Common Room on 24 May 2011.

### What we look for:

- **Commercial viability:** you must convince us that there is a market for your project.
- **Technical feasibility:** you must convince us that your idea will work technically.
- **Drive and enthusiasm:** You need to convince us that you are committed to succeed.

### What we offer:

If your application is successful, you will enter into a commercial agreement with the College. You will be invited to attend a series of workshops and one-to-one coaching sessions in May 2011 to help you develop your business case and prepare for the event:

- Training and coaching to develop the business case.
- Presentation skills training.
- Patent help to protect your work.
- Advice on forming your company and negotiate deals.

## SELECTED WORKS PROJECTS 2010:



Echo (above left) a smoke and fire detection system, and Kranium (above right) a lightweight safety cycle helmet.

## ENTERPRISES FROM SELECTED START-UPS 2010 INCLUDED:



Fodiz (above left) an innovative stacking chair and Jungle to People (J2P) (above right) an alternative to leather using waste leaves from pineapple plants.

## JAMES DYSON INNOVATION FELLOWSHIP

Each year one successful Selected Works applicant is offered a James Dyson Innovation Fellowship at the RCA. The Fellowship was set up thanks to the generosity of Sir James Dyson. It guarantees you a six-month part-time employment contract through InnovationRCA during which you can continue to develop your project. You will also receive financial, legal and commercial assistance to patent and commercialise your work.

FOUNDATION  
JAMES  
DYSON

## KEY DATES:

### SELECTED WORKS 2

- 7 March 6pm: Launch (at the FuelRCA Dyson IP Seminar)
- 6 April: Application Deadline
- 6 May: Presentations to Judging Panel

### SELECTED START-UPS

- Workshops and 1-1 sessions: 4, 9, 12, 16, 19 May
- 23 May: Final Selection pitches
- 24 May: Selected Start-Ups Investment Evening

## JAMES DYSON INNOVATION FELLOWSHIP

Application is via Selected Works 1 or 2

## HOW TO APPLY:

Complete a Selected Works Application Form available by email from Pauline Watkins - contact details below.

## INFORMATION:

Contact Pauline Watkins: pauline.watkins@rca.ac.uk  
Tel: 0207 590 4249