

# **Redraw Our Roadmap with Customer Voices: The Iterative Path to Commercialisation-**

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Commercialising scientific innovations presents unique challenges that require a shift in perspective from academic research to market-driven development. In this presentation, I will outline my company's experience in commercialising microcarriers—a versatile technology with applications across multiple industries. Through in-depth interviews with researchers and potential customers, we identified a clear disconnect between academic priorities and industrial needs. While researchers emphasised novel functionalities, end-users prioritised scalability, reproducibility, and cost efficiency. These insights guided our strategic pivot, enabling us to refine the product for diverse market demands.

The key takeaway is that successful commercialisation requires early and ongoing engagement with industry stakeholders. Researchers transitioning from academia must adapt their approach to align with real-world requirements, whether through direct market validation or collaboration with commercialisation experts. By embracing this mindset, scientific innovations can achieve meaningful impact beyond the lab.