



How was it done and what was found?

The basis of the findings originated from data collected across ten firms in NZ's traditional industries. By challenging the status quo of technology commercialisation, four commercialisation patterns were identified from these firms: *scientification*, *optimising nature*, *orchestration*, and *technification*. These patterns offer valuable strategies for accessing and (co-)creating innovations using knowledge and technologies from diverse stakeholders in a nutshell.

*Scientification*: Comvita and AgSeacollaborated with universities to test and legitimise the traditional raw materials with known beneficial properties (i.e. honey and seaweed) bring them into the mainstream market, often for medicinal purposes.

*Optimising Nature*: SPATnz and Cheddarmaster focused on balancing business sustainability with environmental concerns by using scientific research to optimise the products nature and processes. Doing so often leads to radical process innovations to improve efficiency and sustainability.

*Orchestration*: Abodo, Gallagher and TruTest incorporate scientific research into product design to create functional and aesthetically pleasing products. Furthermore, they use user-driven approaches by engaging users early and throughout the new product development process.

*Technification*: CompaçClimbMAX and Pastoral Robotics aimed to enhance productivity and innovation by leveraging science and technology partners to streamline systems and processes. Automation and technological advancements are used to reduce intensive practices.

Conclusion

The thinking around technology commercialisation needs a revamp. Commercialisation patterns and the associated business models may work for the high-tech industries are not necessarily "one-size-fits-all" for traditional industries. This research is the code needed to unlock the technology commercialisation black box for NZ's traditional industries.