WHO

Flinders Partners is the commercialisation agent for Flinders University, creating Spin-Out companies, managing the licensing of the University’s intellectual property and connecting researchers with industry.

We also help our researchers and partner companies in becoming innovative and truly managing innovation.

WHAT

Flinders Partners’ Spin-Out companies include:

- Clevertar
- Re-Timer
- InRemedy
- YourAmigo
- Strategize
- Flinders Creations
- Thereitis

WHY

Flinders Partners adopts an “open” approach to managing the University’s commercial interests and places a strong emphasis on the importance of forming commercial partnerships early. To us, it isn’t just about making a deal; it is about investing in people and forming long-term relationships to make innovation work.

Our vision is to create and deliver relevant and valuable ways of extending the University’s value to the commercial environment, leading to Flinders University being recognised as a frontrunner and a leader in partnering with industry.
SPIN-OUT COMPANIES

Flinders Partners has been involved in the development of a number of successful Spin-Out companies:

- **YourAmigo** - an award-winning search engine technology service, whose customers include Sony, Dell, Reebok, The Home Shopping Network, and General Motors.

- **Re-Timer** - worn like a pair of glasses, Re-Timer is a light therapy device designed to re-time your body clock. It is used for insomnia, jet lag and to combat the winter blues.

- **Strategiize** - an online platform for universities and enterprises to capture, develop and deliver innovation opportunities.

- **Clevertar** - Clevertar and its software Anna Cares was created thanks to research at the University via the ‘Thinking Head’ project which focused on the relationship between people and relational agents. Anna Cares is a friendly personal assistant for iPad, designed especially to help clients with day-to-day activities. She is a talking, interactive assistant with a serious job – supporting clients and helping them maintain their independence.

- **FlinCare** - The FlinCare software package is a web based tool which contains the components of the Flinders Program in an electronic online platform which allows both patient and health professional access. Web based delivery provides wide (and remote) access, efficiency, rapid implementation and high scalability without compromising the integrity of the Flinders Program: use of FlinCare produces client centred and client driven targets, goal setting and collaborative planning with a health professional while employing cognitive behaviour therapy and motivational interviewing techniques.

- **Flinders Creations** - Flinders Creations is a video production company operated by Flinders University. We offer a wide range of video solutions, including Promotional Videos, Short Documentaries, Motion Graphics and Television Commercials. Flinders Creations serves Flinders University and its partner organisations, as well as the not-for-profit and government sectors in South Australia.

- **Thereitis** - a novel digital technology that takes existing 2D images for internet retailers and displays them in an interactive 3D space. Based on 10 years of research at Flinders into how people search and find items, Thereitis creates a unique visual experience for online shoppers and provides immediate uplift in customer engagement and sales for online retailers.