The purpose of this research is to investigate the innovation trajectory of a university spin-off organisation. Research into innovation trajectories is limited with little understanding of how critical events and decisions change trajectories. An important contributor to innovation development is the contribution of resources, in particular the contribution of knowledge. For this research we consider how exploratory and exploitative knowledge influence events and decisions and consequently innovation trajectories. The case follows the development of an innovation in the renewable energy sector that originated from a university. University spin-off organisations are different from other innovation business models and follow different innovation trajectories to those of private organisations. They are a potentially important and underdeveloped source of innovation commercialization, and there is currently a lack of research on these particular organisations. The findings from this research reveals that the case organization went through three phases of innovation development and each phase is shaped by several paths of critical events. These paths of critical events correspond to the major Commercialisation or Strategy decisions that took place to influence the trajectory of the innovation. Examination of the contribution of resources for the critical events of each critical paths reveal that knowledge resources have a significant role in both Commercialisation and Strategy decisions across all three phases of development. In particular, the early stage of innovation development predominately relies on exploitative knowledge. As the path of commercialization develops, an interplay of exploratory and exploitative knowledge can be observed.

**Presenters:** This seminar presents the initial results of a discovery grant awarded to Sharon, Doina, Geoff and others. Christina and Sharon are developing the initial cases that will be used as inputs for later simulation development. The results of this case are the first of a series of cases investigating innovation trajectories within different types of business models.

**Date:** Wednesday, 6th August 2014  
**Time:** 11:00am—12:00pm  
**Venue:** BUSN201 (Case Study Room)  
**RSVP:** Anne-Maree Wood-Gush: anne-maree.wood-gush@uwa.edu.au  
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