



Join us!!!

Master Class in Research Commercialisation

Date: 29 July 2025
Time: 17:00 – 18:00
Platform: Zoom
RSVP: [Click here to register](#)

Introduction to Research Commercialisation

Theme: Laying the Foundation

- Understanding the Innovation Ecosystem
- What is Research Commercialisation?
- Why Commercialise? Social, economic, and personal impact
- Types of research outputs that can be commercialised
- Case Study: La-Africa Soother Journey

Target Audience:

- Postgraduate students
- Emerging researchers
- Academics
- Technology transfer officers
- Innovation managers
- Early-stage entrepreneurs

Outcomes:

Participants will understand the value of translating research and identify the commercial potential of their work.



Professor Keo Motaung is a leading Biomedical Scientist, Full Professor, and CEO of Global Health Biotech (PTY) Ltd, with over 25 years of experience in higher education. Her career is rooted in advancing research, innovation, commercialisation, and entrepreneurship, particularly in empowering women in Science, Technology, Engineering, Arts, Mathematics, and Innovation (STEAMI).

In 2016, she founded Global Health Biotech, inspired by her research in medicinal plants and tissue engineering. One of the company's flagship products is *La-Africa Soother* — a natural, plant-based anti-inflammatory ointment developed for athletes, elderly individuals, travellers, and people suffering from musculoskeletal pain.

Professor Motaung serves in several national leadership roles. She is Chairperson of the OWSD South Africa National Chapter, Chairperson of the NIPMO Advisory Board, and Chairperson of the Community of Practice for Entrepreneurship Research under EDHE. She is also a board member of the Technology Innovation Agency (TIA). Recently, she was appointed a Research Fellow at the School for Data Science and Computational Thinking at Stellenbosch University.

Through her groundbreaking work and mentorship, she continues to bridge the gap between science, policy, and entrepreneurship driving inclusive innovation and making African-led solutions accessible to global communities.

