### Impact Canvas

**Inputs (needed to start the project)?**

Data, know-how, publications, patents, software, manuals, reports, funding agreements, relationships etc. etc.

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### University support received to have got you here, so far?

- Salaries
- Scholarships
- Funding; grants/discretionary
- Business as usual etc.
- Central services support? [research office, legal, finance, commercialisation and innovation]

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### To do list

Milestones, aims to deliver the project.
- What stage are you at? e.g. theory, data collection, testing, prototype.

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### Research summary

What are discovering, creating, solving or responding to that is unique? (Rationale and aims)
- Are you creating a process, a method, improving/adding to theory, creating a material, a device or improving it?
- How do you do it (Methodology)?

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### Why

- What is the existing approach?
- How is this an advance in the theory, method, process or outcome?
- What makes you different?

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### Who benefits?

- Who is going to benefit from your research? e.g. individual, community, organisation.
- What is your target market?
- How big is your target market?
- How will they benefit?

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### Distribution Channels

How will your research reach users/beneficiaries?
- a) From manufacturer to end-user.
- b) Distributer to shelf
- c) Publication, direct reading
- d) Licence and memberships

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### Relationships (Internal and External)

**Internal:** e.g. University faculty support
- Cross faculty support
- Central services support
- Extra space provided etc.

**External:** e.g. other academics and research centres, industry partners, government and community leaders.
- Who would you like to collaborate with?

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### How do you measure Impact?

- e.g. Patient numbers, market size, uptake within the community etc.

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### Revenue streams and non-financial outcomes

What are your revenue streams options?
- ☐ Grant funding
- ☐ Matched funding
- ☐ Sponsored research
- ☐ Licence, sale subscription
- ☐ Fee for service or consulting
- ☐ Start-up / capital raise
- ☐ Acknowledgement and kudos

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### Further Resources

What do you need to make your research possible?
- e.g. Access to data, labs, materials, equipment and staff.
- What is your source of funding?
- Access to 3rd Party IP Rights?

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### Sensitivities:

Confidentiality, research/industry agreement obligations, cultural sensitivities, commercial sensitivities