Template with Guiding Prompts/Questions

Inputs (needed to start the project)?

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

Impact Canvas

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]

To do list
Milestones, aims to deliver the project.

What stage are you at? e.g. theory, data collection, testing, prototype.

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?

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)?

What is the end-product or service that will result from your research?

Why
What is the existing approach?

How is this an advance in the theory, method, process or outcome?

What makes you different?

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

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?

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?

How do you measure Impact?
e.g. Patient numbers, market size, uptake within the community etc.

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

Research Outputs
Research collaborations etc.

Academic Outputs
Publications, conferences etc.

Impact Outputs
IP (patents, know-how, copyright, designs), commercial deals, collaborations etc.

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

Inputs (needed to start the Project)?

Impact Canvas

DATE: _____

TITLE: _____

University support received to have got you here, so far?	To do list	Research summary	Why	Who benefits?
	Further Resources		**Distribution Channels**	

Relationships (Internal and External)	How do you measure Impact?	Revenue streams and non-financial outcomes
Internal: External:		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

Research Outputs

Academic Outputs

Impact Outputs

Sensitivities: