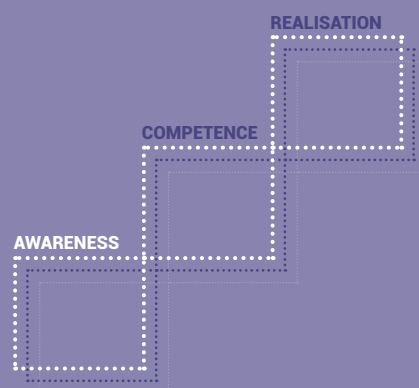


AWARENESS

THE RESEARCH IMPACT CANVAS



DESCRIPTION

This tool is a two-page canvas to help the researchers think about their research, stakeholders, ownership of research results, etc. from a research impact perspective, and ultimately about how to impact society with their research.


The canvas is an exercise in describing the research in a concise manner and in pitching the research to a specific stakeholder.

If you want to know more about how we have worked with this concept, contact:

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or contact the Tech Transfer office at your university, if you want to know more in general about entrepreneurship and commercialisation.

Acknowledgement: Fredrik Edman, LU Innovation

TOOL 1:2

Date: _____ **Revision:** _____

(1) Research Topic
Describe your research in a short and concise manner.

(2) Research Problem
Describe what research problem(s) you are trying to solve.

(3) Research Solution
Describe your solution(s) to the problem(s) in (2).

(4) Research Grants
List all research grants (past and present) that have payed for your research.

(5) Intellectual Assets (IA)
List the most important IA (computer program, methods, processes, patentable inventions, designs, know-how, text material, tests, etc.) that you have in your research project.

(6) Ownership?
Name the respective owner (you, a group of people, a company, etc.) of each intellectual asset in (5).

(7) Research Competition
Describe the competing solution(s) to your solution(s) in (3) and name the provider(s) of the competing solution(s).

(8) Stakeholders
List your most important stakeholders?

(9) Prepare a 2 min pitch!
Choose one of your stakeholders from (8) and prepare a 2 min pitch according to instructions on the back!

(10) To-Do list
Describe how you are going to make impact with your research in the near future or in the next couple of years. Write down concrete goals!

The Research Impact Canvas
Fredrik Edman, Lund University

2:2

2 min pitch

Stakeholder:

Hook
H

Need
N

Approach
A

Benefit
B

Competition
C

Close
C

Pitch Feedback
Write down the received feedback in this box for future revision of the canvas.

Pitch & Feedback Instructions
Prepare a 2 min pitch for one of the stakeholders in (8) according to the six boxes H-N-A-B-C below. Inspiration for the Hook, Need, Approach, Benefit, Competition and Close can be found in the boxes (1) – (8) on the other side. After the pitch each listener will provide feedback.

The rules for giving feedback on the pitch is as follows:

- Each person should at least give one positive feedback and one suggestion for improvement. Only constructive and positive feedback is allowed.
- You, the receiver of the feedback, is only aloud to listen (no defense).
- You, or a person in the group, should take notes of the feedback and write it down in the Pitch Feedback box.

Improve and revise your pitch based on the feedback !!

The Research Impact Canvas
Fredrik Edman, Lund University

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HOW TO USE THE TOOL

Start filling out the canvas as described in the guide below.



1:2

1. RESEARCH TOPIC

In this section you should, in a short and concise manner, describe your research topic. What are you doing research in? What is your research about? Describe it as you would to a fellow academic who is not in your research field.

2. RESEARCH PROBLEM

In this section you are going to describe the fundamental research problem or problems that you are trying to solve with your research.

3. RESEARCH SOLUTION

In this section you are going to describe how you solve (or intend to solve) the research problem(s) described in box 2.

HOW TO USE THE CANVAS

4. RESEARCH GRANTS

In this section, you should name all research grants that have in any way paid or contributed to your research. Do not forget to include past grants.

Please note! If you do not know what grants that have paid for your research, you should definitely ask your supervisor. This is important information, especially when it comes to ownership of your results.

5. INTELLECTUAL ASSETS

In most research projects new knowledge is created that can be valuable to other scientists, to industry or to the public in general. These “values” are referred to as intellectual assets (IA). Examples of common forms of intellectual assets in a research project are: drawings and sketches, software tools, methods of utilization, simulations, visualizations, data, algorithms, models, know-how about implementation, know-how about production, production methods, inventions, and ideas. Many of these IAs are created as side effects of the research process and are thereby not part of the research result, i.e. the answer to the research problem. In this section, you should list all the intellectual assets that you think you have in your research project and/or in your research project.

6. OWNERSHIP

If you are going to be able to use any of the IAs in your research for doing impact (such as impact via commercialization) you first need to establish the ownership of the IAs that you want to use. In this section you should combine the knowledge from section 4 and 5 by listing the identified IAs in box 5 and try to figure out if you or someone else owns (based on section 4) the assets in question.

In this section you are going to describe the fundamental research problem or problems that you are trying to solve with your research.

7. RESEARCH COMPETITORS

In this section you are going to describe who your main competitors in your research field are that are working to solve the same (or closely related) research problem (as described in section 3) as you are.

Think along the lines of: Are there other researchers or research groups working on the same or competing solution? Are the competitors in the industry? Is someone working in an alternative way of solving the same problems as you are?

If you feel that there are NO competitors in your research field, then you should describe if there are any risks that your solution would not be accepted, used or not work (fail).

HOW TO USE THE CANVAS

8. STAKEHOLDERS

Stakeholders are people and/or organisations who have an interest in your research project, or affect or are affected by its outcomes. Stakeholders include those who are both supportive of your research as well as those who might be less supportive or indeed critical of it. Make a list of all the stakeholders you know or that might be interested in your research. If your list of stakeholders contains more than 6 stakeholders, then choose the 6 most relevant ones and write one in each hexagon.

In each hexagon you should on a concise manner write who the stakeholder is (the name), what interest the stakeholder has in your research project and a short assessment of how much influence the stakeholders have on your project.

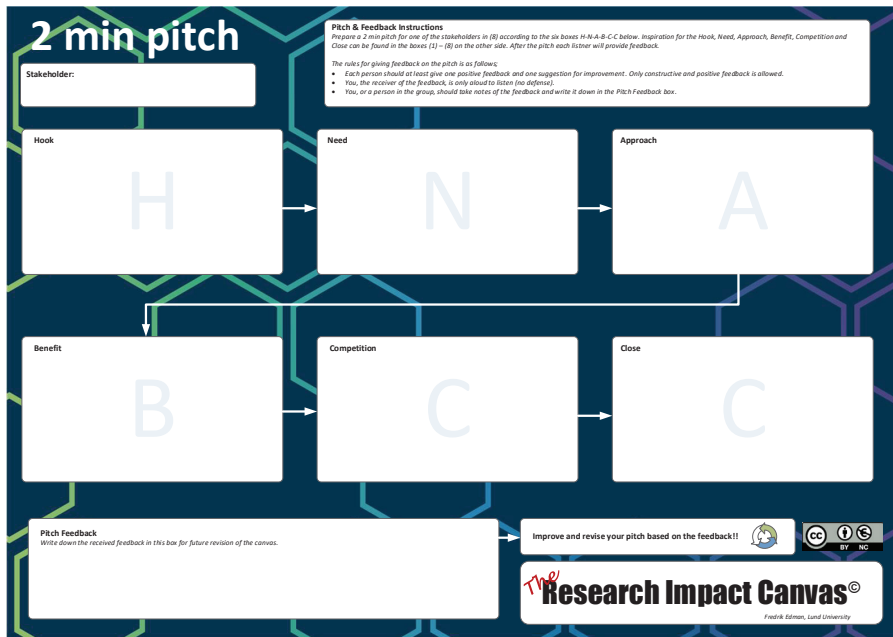
9. PREPARING A PITCH

A common way of "doing impact" as a researcher is to give different types of talks. However, most researchers have not prepared or even trained doing a short inspiring 2 min. pitch of their own research. Such a pitch could be very important to have in the back of your head when you, for instance, you bump into an important stakeholder or other researchers which you want to collaborate with. In the next step, you are going to turn the page of the canvas and a 2 min. pitch of your research.

The first step before you start working on your pitch is to decide who the recipient of your pitch is. Do this by choosing one of the stakeholders from section 6 and tailor your pitch based on that stakeholder.

Turn over the canvas and structure the pitch using the boxes. Use the information from the first page to build your pitch according to the following steps.

HOW TO USE THE CANVAS



2:2

HOOK

The main purpose of the Hook is to create an interest to hear more about what you have to say. In order for you to capture the listener's attention, and avoid your pitch to be labeled uninteresting, you need your hook to short, easy to understand and captivating. A common way of doing this is by "telling a story". For example: "Are you having trouble hearing? You are not alone" or "More than two thousand ideas have been patented for new mousetraps but only two are used in practice".

When you are working on your Hook there are a few reminders that can help you along:

- Create as short a Hook as possible. 1-2 sentences are sufficient
- Ask yourself what is especially surprising about your research – or how can you present the research problem in a short, captivating form
- Remember that your Hook needs to lead up to the rest of your pitch and thus needs to fit your core message

Your main inspiration for the Hook is usually found in section 1 Research Topic and/ or in section 3 Research Problem.

HOW TO USE THE CANVAS

NEED

In this section of the pitch, you need to address the Need of your stakeholder that you can solve.

Think about; what problem do you solve? How big is the problem for the stakeholder? How much does it 'hurt' the stakeholder? Describe the problem you solve from the stakeholder perspective and, if needed, provide facts and scientific background to support your claims.

Your main inspiration for the Need is usually found in section 2 The Research Problem.

APPROACH

In this section of the pitch you talk about your unique offer, and how you solve the problem described in the Need section.

Think about: What is your approach for addressing the need? How do we solve the problem(s) that the stakeholders have? Do we have Intellectual Assets and/or Intellectual Properties to implement and protect your unique solution(s)?

Your main inspiration for the Approach is usually found in section 3 Research Solution together with section 5 Intellectual Assets.

BENEFIT

In this section of the pitch, you need to describe all the benefits of using your solution in a concise and clear manner.

Think about: What is the superior user benefit? How do the benefits with your solution compare to the other solutions in terms of cost, complexity, size, etc.?

Your main inspiration for the Benefit is usually found in section 3 Research Solution in relation to the chosen stakeholder in section 8 Stakeholders.

HOW TO USE THE CANVAS

COMPETITION

In this section of the pitch you need to describe other ways to solve the same problem, and why your solution is superior and unique.

Think about: Who are the competitors? What alternative are available? Now and in the future?

Your main inspiration for the Competition is usually found in section 7 Research Competition together with 3 Research Solution.

CLOSE

The end of the pitch is always about next steps. Round up with a short summary and say what you want, what you need. The message of what you want and need must be very clear to the stakeholder.

Think about: What do you want to accomplish with the pitch? What do you want and need from the stakeholder?

PITCH FEEDBACK

After you constructed the pitch according to N-A-B-C it is time to pitch to a group of people. Before starting, describe whom the stakeholder is that you are pitching for. When you have pitched, you are going to receive feedback on the content of your pitch. Each person in the group should provide you with feedback and the rules for doing that is as follows:

- Each person should at least give one positive feedback and one suggestion for improvement. Only constructive and positive feedback is allowed.
Don't use "but", use "and" instead
- You are only allowed to listen (no defense)!
- You, or a person in the group, should take notes of the feedback and write it down in the Pitch Feedback box

REVISING THE CANVAS

The last step of the pitch is to revise your pitch /and/or canvas in general) based on the feedback you got. In addition, redo the pitch at least once! When you are done and once again received feedback on your pitch, turn the canvas to the first page and continue with section 10.

HOW TO USE THE CANVAS

SECTION 10

In this section, you are going to think about what impact you can do with your research. Is there some stakeholder you should try to approach and try to impact? Have you identified a new “impact activity” that you should try? When will be the next time you make impact (i.e. present a paper)?

Make a short list of impact activities that you are planning to or want to do. Try to include something new and out of your comfort zone.

HOW TO PLAN A WORKSHOP :.....•

The tool is best used in groups of 5-25 persons. The estimated time that will be needed to complete the canvas is determined by the pitch step (2min/canvas).

BEFORE THE WORKSHOP

No special preparation is needed by either the researchers or the facilitator(s).

DURING THE WORKSHOP: DESIGN, ELEMENTS AND TIMING

The following is an example of a possible setup for the workshop:

- 1 Begin with a short presentation of the canvas and the goal of the workshop
- 2 Divide the researches into groups (if more than 6 researchers are participating)
- 3 Ask the researchers to fill out, in a brief and concise manner, fields 1 - 8 of the canvas
- 4 Turn to the next page of the canvas and create a 2m pitch according to the H-N-A-B-C-C concept based on the information in fields 1-8. The pitch should be directed towards one of the stakeholders in field 8
- 5 Pitch for the group and receive feedback from the group participants.
- 6 Improve and revise your pitch and then pitch again
- 7 Make a to-do list of how you can impact society (one of the stakeholders in field 8) with your research in the near future
- 8 End the workshop with a round of reflections!