

Research Innovation Canvas

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Iteration: #3

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| <p>PROBLEM #1</p> <p>List the three top problems Existing alternatives/ background IP Highlight how the current solution is offered. Highlight any existing research themes. Is it a solution looking for a problem?</p> | <p>SOLUTION #4</p> <p>Outline the solutions for the problems. Is it Know how? Is it Show how? Not easily copied? Scalability Incremental or dependent technology?</p> | <p>VALUE PROPOSITION #3</p> <p>What value do we deliver to the customer? Which of our customer's problems are we trying to solve?</p> | <p>KEY RESOURCES #9</p> <p>Research champion Research team Business champion Business team Investment partners Grants</p> <p>Key Stakeholders CRC, NHMRC, Federal Gov, State Gov, ARC, University, Collaborators, Industry.</p> | <p>CUSTOMER #2</p> <p>Who is the end user? Who is the buyer? Characteristics of early adopters? List the characteristics of your ideal customer.</p> <p>How can we test customer demand?</p> |
| <p>KEY ACTIVITIES #8</p> <p>What key activities for our value propositions require? Check freedom to operate. Define timelines.</p> | <p>CHANNELS #5</p> <p>List your path to customers or users Spin out company? Licence regionally or by market? Publications? Partner or collaborate?</p> | | | |
| <p>COST STRUCTURE #7</p> <p>Which key resources are most expensive? What key actives are most expensive? What are the key cost metrics? Customer acquisition cost?</p> | | <p>OUTCOMES #6</p> <p>Revenue or sales streams. For what value are our customers really willing to pay? User outcomes? Social Impact? Publications? Patents? Grants? Key income and investment metrics. Pricing.</p> | | |