**Master Pitch for ENGAGEMENT & IMPACT Template**

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| **Pitcher’s Name** | Your name here | Area of Impact | eg regulatory, governmental, community, social, environmental, economic | **Date Completed** | Insert date here |
| **(A) Working Title** | Succinct/informative title here – a title that emphasises the impact agenda in mind (but in a way that is fully compatible with the academic working title). |
| **(B) Basic Impact Goal** | IN one sentence, describe the way in which your research will “change the world” – clearly identifying the relevant part of the world most affected. |
| **(C) Key Industry/External Triggers** | Identify up to THREE key industry or “external” triggers” which most critically underpin the topic – for example, highly relevant credible/influential industry reports; government inquiries/publications/reports; controversial/attention grabbing events, … |
| **(D) Motivation/Problem** | IN one short paragraph (say a max of 100 words), describe the “real world” problem that you are trying to address. In most cases, there will be several – but give emphasis to the “signature” one. It is likely that this motivation/problem picks up on ONE of the items listed in (C) above – and elaborates on it a bit more. |
| **THREE**  | **Three** core IMAPCT dimensions i.e. the “**SaVeR’s**” guide  |
| **(E) Stakeholders or End Users?** | Identify the key stakeholders that have an interest in the problem that you are trying to address. Choose a maximum of THREE to highlight.For each key stakeholder (or at least for the NUMBER ONE stakeholder), answer these questions:• What is their interest in the problem?• What steps are they currently taking to try to solve it?• What does a win look like for them?• What knowledge/expertise gaps do they currently have?• Are they willing to invest money into solving this problem? What are the parameters for this?• Can they block a solution?How do all of the stakeholders relate/interact with each other? Cooperatively or competitively? As partners or through market transactions?Can you map out the interrelationships between the stakeholders? |
| **(F) Value Proposition?** | For each key stakeholder (or at least for the NUMBER ONE stakeholder), identify the value that your research/work can provide them.Frame this in terms of their needs, and the problems that they are actively trying to solve – what relieves a pain for them? What creates a gain? What can they do differently to achieve their goals? |
| **(G) Resources?** | What resources do you need access to in order to realise this impact? This includes time, money, people, intellectual property, commercialisation skills, etc.How will you access these resources? Grants, partnerships, philanthropy, internal University capabilities, commercialisation revenue? |

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| **TWO** | **Two** key IMPACT Signals |
| **(H) Communication Strategy?** | How will the stakeholders find out about your work? Which of these channels will you use:• Industry publications• Social media• General publishing (newspapers, The Conversation, etc.)• Public talks and presentations• Mentoring stakeholders• Advisory group participation• Consulting• Partnerships or joint ventures• Collaborative problem solving* Face to face meeting (formal and informal) – this has the highest impact; Conference; Phone call; Email

Note that impact and effort are closely related here, and the choices here also determine the depth and nature of the relationships that you will have with stakeholders. |
| **(I) Metrics?** | How will you know if it’s working?Possible metrics include:• Publication reach• Social shares• People directly spoken to• Consulting or commercialisation revenue• Direct impacts on people/organisations |
| **ONE** | **One** bottom line |
| **(J) IMPACT?** | What is the primary essence of the IMPACT? State this is one or two focused sentences. |
| **(K) Other Considerations**  | Does the impact perspective, meaningfully, adequately, articulate with academic objectives? Is there threshold compatibility eg in time horizons, independence, ..? Is **Collaboration** needed/desirable? – what type of collaboration?  “**Risk**” assessment from an impact perspective [“low” vs. “moderate” vs. “high”: “no result” risk; “competitor” risk (ie being beaten by a competitor); risk of “obsolescence”; other risks? Are there any serious challenge(s) that you face in executing this plan? What are they? Are they related to the Stakeholders? The Value Proposition? Resources? Are there confidentiality considerations? Embargo? |