

The Research-Transfer-Potential Canvas


Academia

Society/ economy

Research Topic
Topic area, problem, new idea?



Vision/ Impact
Long-term improvement, impact on society



Research Questions/ Idea
What is new, Innovation



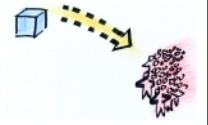
Research Results/ Function
Results of research, functional properties



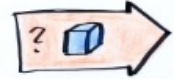
Benefits
What are benefits from results?




Market/ Needs
Which improvements are required?



Research Methods
(New) methods, combination?



User/ Customer
Who is interested in benefits?



State of Research
Own research, international state of research, Patents