PROFESSIONAL DEVELOPMENT SERIES

Fully HRDCorp Claimable Programmes

RESEARCH & INNOVATION EXCELLENCE SERIES

- Transforming Academic Talent into Fundable Research, Impact, and Institutional Excellence -

1. The Challenges

- Universities are producing research, but not consistently delivering measurable impact.
- Across institutions, academics generate ideas, conduct studies, and produce outputs. Yet, many struggle to secure competitive funding, achieve high-impact publications, and translate research into industry adoption or commercialisation. Research efforts are often fragmented, proposals fall short of evaluation criteria, and valuable outputs do not progress beyond academic completion. Time and expertise are invested, but outcomes in grants, publications, and real-world impact remain inconsistent.
- The core issue is not academic talent — it is the absence of structured systems to convert research into funding, impact, and institutional value.

2. A Structured Approach to Close the Gap

- This programme integrates academic talent development with structured research, funding, and translational capability building.
- It strengthens the full research performance cycle, from problem identification and idea development to validation, communication, funding success, and impact delivery — enabling universities to move from fragmented efforts to strategic, outcome-driven research excellence.

3. A 3-Part Integrated Programme, *Covering the Full Cycle from Research to Impact*

i. Innovation Sprint for Academia (3 Days)
Develop high-impact, fundable research ideas

ii. Commercial Sprint for Academia (3 Days)
Translate research into industry-ready and adoptable solutions

iii. Power Pitch & Deck Design for Academia (3 Days)
Communicate research clearly to secure funding, support, and approval

4. Why This Matters

i. Improve grant success rates and funding acquisition outcomes
ii. Increase publication quality, impact, and research visibility
iii. Strengthen industry collaboration and translational research pathways
iv. Enhance institutional performance, ranking, and global competitiveness
v. Build a structured and sustainable research and innovation ecosystem

5. Key Take-Away

- This programme is not about producing more research — it is about producing research that secures funding, achieves publication, and delivers measurable impact.
- It provides a structured system to transform academic effort into fundable ideas, high-quality outputs, and real-world outcomes.
  - ✓ Increase Success in Grant Applications and Research Funding
  - ✓ Strengthen Publication Quality, Impact, and Research Visibility
  - ✓ Translate Research into Industry Collaboration and Real-World Impact

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"Bridging research and real-world adoption is the true measure of impact."

COMMERCIAL SPRINT FOR ACADEMIA: TURNING RESEARCH & INNOVATION INTO COMMERCIAL-READY SOLUTIONS

A 3-DAY HANDS-ON COURSE DESIGNED FOR Academics | Researchers | Postdoctoral Fellows | Research Fellows | Postgraduate Supervisors | RMC Staff | TTO Personnel | University Professionals

ASPIRATION / AIM

This 3-day course aims to strengthen institutional capability by using a 7-Stage Gate Model to systematically validate and translate research and innovation outputs into applications that are relevant, adoptable, and aligned with industry needs. It focuses on improving commercial readiness, industry alignment, and translational thinking, enabling universities to move beyond idea generation towards scalable and sustainable impact.

COURSE OBJECTIVES

1. Develop the ability to assess and refine research and innovation outputs for industry relevance and application potential.

2. Strengthen understanding of commercial readiness, including feasibility, scalability, compliance, and intellectual property considerations.

3. Enable structured translation of validated outputs into industry-aligned pathways, including licensing, partnerships, and technology transfer.

COURSE CONTENT

DAY 1: Industry Alignment & Opportunity Validation

Participants examine common limitations that prevent research from reaching industry and analyse industry needs, market gaps, and stakeholder expectations. Research outputs are positioned within real-world contexts using structured frameworks to evaluate relevance and opportunity fit.

DAY 2: Commercial TRL & Feasibility Assessment

Research outputs are refined into clearly defined value propositions with assessed feasibility, scalability, and implementation readiness. Intellectual property, compliance, and risk considerations are examined, and outputs are evaluated against funding, licensing, and industry engagement criteria.

DAY 3: Translation, Pitching & Execution Planning

Participants develop structured pathways for research translation, including industry collaboration models and deployment strategies. Concepts are presented for funding, industry engagement, or institutional approval with expert feedback. Clear next-step actions for licensing, spin-offs, or technology transfer are defined.

EXPECTED OUTCOME & IMPACT

1. Universities will systematically translate research and innovation outputs into industry-aligned applications with strong adoption potential.

2. Participants will develop clear pathways for licensing, industry collaboration, and technology transfer.

3. Institutions will strengthen their capability to sustain translational research pipelines and improve industry engagement and impact.

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