

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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"Strong ideas succeed when they are communicated with clarity and confidence."

POWER PITCH AND DECK DESIGN FOR ACADEMIA: COMMUNICATING RESEARCH & INNOVATION IDEAS WITH CLARITY, STRUCTURE, AND IMPACT

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 develop academic capability to communicate research and innovation ideas with clarity, structure, and intent. It strengthens how ideas are framed, justified, and presented, enabling academics to secure support and approval from panels, funders, industry partners, and institutional decision-makers.

COURSE OBJECTIVES

1. Develop the ability to frame research and innovation ideas that align with academic, funding, and industry expectations.
2. Strengthen the ability to structure persuasive arguments and translate them into clear, professional presentation materials.
3. Build confidence in handling panel questions, objections, and evaluation criteria in real-world academic and funding settings.

COURSE CONTENT

DAY 1: Framing Ideas That People Believe

Participants examine why strong research ideas often fail due to weak communication and analyse decision dynamics and audience expectations. Ideas are framed to establish relevance and urgency, with structured approaches used to improve clarity, intent, and persuasiveness.

DAY 2: Securing Support & Winning Approval

Ideas are refined and adapted for different academic, funding, and industry contexts. Participants develop the ability to justify their work using evidence, logic, and comparison, while strengthening confidence in addressing questions, objections, and evaluation criteria.

DAY 3: Translating Ideas into Decision-Ready AI-Decks

Structured pitch logic is translated into clear and coherent presentation materials with strong visual hierarchy and narrative flow. AI-assisted tools are used appropriately to support content structuring and consistency. Participants complete and present decision-ready decks with expert feedback and refinement.

EXPECTED OUTCOME & IMPACT

1. Participants will communicate research ideas clearly and persuasively across academic, funding, and industry settings.
2. Participants will develop structured, decision-ready presentation materials aligned with criteria and audience expectations.
3. Universities will benefit from improved success rates in grant applications, industry engagement, and internal approvals.