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Innovation Lab - Research Impact preparation

This template is designed to distill current capability into a concise description and consider wording so people with non-scientific backgrounds may understand. This aims to assist in defining a clear starting point for yourself or others to explore new applications of intellectual assets, how these assets might tackle societal issues, assist with writing impact statements in funding applications, and/or demonstrate the value your research to a broader audience for media, comms and outreach purposes.

	What is your research?	Why is this important? Who else will find this important? (not your parents!)	What intellectual assets are involved? Consider knowledge, process, equipment, facilities, processes and technology.	How does this work? Do this for the one selected asset Are there any comparisons or analogies?
STEP 1				
complete this row				
freewrite, bullet point, capture what is the essence of your work?				
	Consider key words.		Select one asset and	
STEP 2 complete this row	Distil into 1 sentence:	Distil into 1 sentence:	Distil into 1 sentence:	Distil into 1 sentence:

Now, what if you had to explain this to a..._____

STEP 3	Revise sentence:	Revise sentence:	Revise sentence:	Revise sentence:
complete this row				