

Research Model Canvas - STEM

Group #:

Problem

What problem are you addressing?

Solution

List them all

Engagement

Synthesis of unique solution(s) for the partner

Your Strengths

What unique assets do you have going for you?

Audience

Who is interested in your research?

Key Metrics

Papers? Patents? Existing relationships?

High-level Concept

What is your pitch statement?

Channels

Through which channels do our customer segments want to be reached?
How are we reaching them now?
How are our channels integrated?

Cost Structure

What do you need to do your research?
What do you need to do partnered research?

Revenue

Grants, Fellowships, Leverage programs?

Research Model Canvas - SSH

Group #:

Problem

What problem are you addressing?

Solution

List them all

Value Proposition

Synthesis of unique solution(s) for the partner

Unfair Advantage

What unique assets do you have going for you?

Customer Segments

Who is interested in your research?

Key Metrics

Papers? Patents? Existing relationships?

High-level Concept

What is your pitch statement?

Channels

Through which channels do our customer segments want to be reached?
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