

A one-to-one **Expert Assessment** will help you understand and communicate how ready your new technology is (your product, process or service) for investment, collaborative development, market entry or other stage in the innovation cycle.

It's a thorough, independent, unbiased and objective assessment of your innovative idea.

You'll meet with an Impact Innovation Group expert who has experience in the same sector as your business or the market where your idea could change the game.

The meeting might be face-to-face or via an online platform like Skype or GoToMeeting, depending on where you're located and how busy you are.

Over 90 minutes you'll talk about your technology and find out where you need to focus, using Impact Innovation's Technology Investment Readiness Tool (TIRT).

Depending on what your idea entails, the discussion could cover such topics as:

- Technical feasibility (will it work?)
- Competitors and collaborators
- Value chain position
- Cost benchmarking (e.g. set up, pricing, margins)
- Market research and readiness
- Investment potential
- Commercialisation pathways
- IP management (patents, trademarks, etc.)
- Business model options
- Risk minimisation
- R&D tax incentives
- Grants and other forms of funding

#### The Fine Print

*The Expert Assessment and Expert Pathways programs must be paid in full before the meeting. We'll send you an invoice for payment when we receive your booking. Refunds will not be issued if you cancel the meeting or reschedule more than once. If we have to cancel or reschedule, we'll give you as much notice as we can and work out a mutually acceptable recompense. Impact Innovation will aim to match you with a team member who has experience in your current or desirable market sector, but this is not guaranteed. Impact Innovation will treat all discussions with professional courtesy and respect as standard. Please let us know if a formal Confidentiality Agreement is required. \*+ gst.*

You'll end the meeting with a clear view of what's needed to reduce the risks that might slow or obstruct taking your idea to market.

Plus, we'll identify other people or services who could help you accelerate your plans.

**Invest \$450\*** in your innovation for:

- ✓ *A convenient, 90-minute meeting with an innovation and commercialisation expert who knows your space*
- ✓ *A frank discussion about whether your idea is ready to run*
- ✓ *Pointers and people to contact for progressing your plans*
- ✓ *Clarity about your idea's potential before investing more time/effort/money/passion*

**Book your  
Expert Assessment  
session online**

or call one of the numbers below  
for more information

QLD, SA, TAS, NT & WA  
(07) 3041 1128

NSW & ACT  
(02) 8078 6934

VIC  
(03) 8618 6998