



*Take your innovation from idea to income faster with one-to-one Expert Pathways sound boarding sessions.*

Your Impact Innovation Group mentor will be someone who appreciates the challenges of the sector you're in or the market you want to disrupt.

You'll start with a clear understanding of where your innovative technology sits now, using Impact Innovation's Technology Investment Readiness Tool (TIRT).

Each of the six one-hour sound boarding sessions (via Skype or GoToMeeting) will help you remove assumptions and reveal the truths about your technology's position and progress – paring away the clutter and allowing you to push on.

Depending on what your new technology needs to achieve, the session content will be flexible so you can tackle and de-risk problems and obstacles as they emerge.

You may also delve into such topics as these, diving deeper to discover the true value of your idea:

- Technical capability (how will it work?)
- Prototyping and MVPs
- Competitors and collaborators
- Value chain enhancement
- Scalability
- Market research and analysis
- Investment readiness
- Licensing v. start-up
- IP strategies
- Repositioning
- R&D collaborations
- Raising capital

At the end of every session you'll have actions added to your To Do list before the next one, like contacting people in our extensive network who could help you at different stages.

You'll stay focused and on track because all six one-hour sessions have to be completed within eight weeks.

**Invest \$2,200\*** to gain:

- ✓ *Six convenient, 60-minute sound boarding sessions at times that suit you, with an expert who has experience in the same sector*
- ✓ *Straight talk about where your technology is at and what's holding it back*
- ✓ *Connections to other commercialisation, communication and marketing experts*
- ✓ *A practical and responsive action plan*

**Book your  
Expert Pathways  
sessions online**

or call one of these numbers

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

NSW & ACT  
(02) 8078 6934

VIC  
(03) 8618 6998

#### 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 a 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.*