



# CREATING HEALTH IMPACT FROM RESEARCH

Commercialisation training for  
Higher Education Institutions  
across the UK

Delivered by



# COURSE OVERVIEW



**Develop an impact hypothesis for your work**



**Develop commercialisation skills in three live, online workshops**



**Get practical support through an online community**

**Foundations of  
commercialisation**

**Applying for  
translational funding**

**Creating Impact from  
research**

**Who is this for?**

**Early career researchers (post docs, fellows and newly established lecturers) with an interest in delivering impact in healthcare research**

# COURSE DELIVERY

## Training style



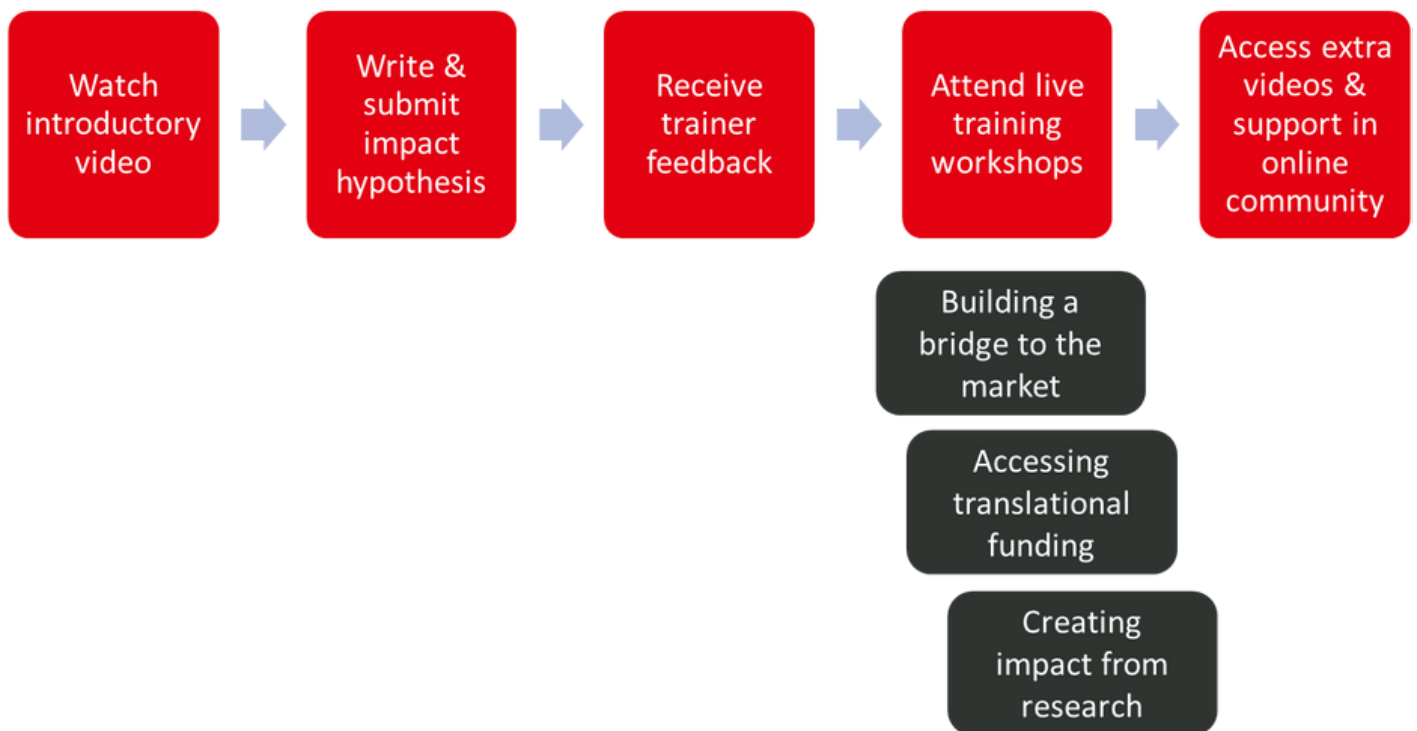
## About your trainer

Pete Moores has spent over two decades working at the intersection of science & technology, business, and funding. He's driven by a core passion to create real-world benefits from new science and technology, not just publications that gather dust on shelves.

He has previously worked as a head coach on international training and mentoring programmes and has mentored, coached, and trained global researchers and entrepreneurs to develop strategic sales and marketing initiatives that unlock their innovation potential.



# LEARNING JOURNEY



## Expected commitment from attendees

In advance of the first live session, attendees are expected to have watched the impact hypothesis video and submitted an impact hypothesis to the trainer for feedback at [impact@pbmconsulting.info](mailto:impact@pbmconsulting.info). Attendees are also expected to attend all three live sessions, where possible, but there won't be further work to complete beyond these sessions (except for putting what you learn into practice!).

# COURSE DATES

**In 2023 the “Creating Health Impact from Research” training will run twice. Specific dates for the live workshops for each cohort can be found below:**

## June 2023

<b>Wednesday 7th</b> <b>10 am - 12 pm</b>	Building a bridge to the market: the foundations of commercialisation
<b>Wednesday 14th</b> <b>10 am - 12 pm</b>	How to write a successful translational research application
<b>Wednesday 21st</b> <b>10 am - 12 pm</b>	Creating impact from scientific research

## October 2023

<b>Wednesday 4th</b> <b>10 am - 12 pm</b>	Building a bridge to the market: the foundations of commercialisation
<b>Wednesday 11th</b> <b>10 am - 12 pm</b>	How to write a successful translational research application
<b>Wednesday 18th</b> <b>10 am - 12 pm</b>	Creating impact from scientific research

# COURSE DETAIL

## Module One: Building a bridge to the market: the foundations of commercialisation

### Synopsis

#### **"Commercialisation is a contact sport"**

For researchers new to the process, commercialising their research can be something that takes them out of their comfort zone involving skills and activities not undertaken before. Learn the rules of the game and the players involved in the process of health research making a difference in the world.

In this live interactive session you'll gain an understanding of the purpose of commercialising research and the needs of stakeholders involved in it.

### What you'll learn

- Discuss and evaluate the major drivers for commercialising research
- Understand the markets' viewpoint of research
- Be able to describe the risk profile of new innovations
- Understand the "valley of death" for research funding
- Gain confidence in discussing and designing commercialisation strategies to reach the market
- How to design a custom pathway for development of your research project - illustrated with case studies

# COURSE DETAIL

## Module Two: Writing Successful Translational Funding Applications

### Synopsis

If you want to create impact from your research you'll often need to find additional funding in order to validate and advance the work in a way that is different from basic science. This is the realm of translational funding and although writing a successful application has some similarities with standard research grants, there are important differences that you need to understand. In this live interactive session you'll gain an understanding of what translational funders are looking for and you'll learn how to structure and write a convincing application.

### What you'll learn

- Identify the key features of a successful translational research application
- Compare and contrast these with a basic research application
- Understand what funders are really looking for in the sections of a typical translational research application
- Appreciate the importance of targets, milestones, timelines and stop-go decision points
- How to write a basic translational funding abstract

# COURSE DETAIL

## Module Three: Creating impact from scientific research

### Synopsis

Although basic research is a hugely worthwhile pursuit in itself, it can be incredibly satisfying to see that your work is also creating benefits for other people outside the academic sphere. However, it can be really difficult to know where to start, and what to do. This training module will equip you with practical templates, strategies and tactics for exploring ways in which you can create impact from your research, and expand your professional transferable skill set.

### What you'll learn

- » List the main routes to impact and align these with your own research activities
- » Identify all the reasons why impact is important, and prioritise the reasons that have greatest resonance for you
- » Understand the importance of engaging with the “market” for your research Impact
- » Develop an Impact Hypothesis relevant to your own research  
Identify the key testable predictions of your Impact Hypothesis
- » and create strategies for testing it
- » Reflect on how/if you will change direction based on the outcome of your “market” engagement



# JOIN THE COURSE

This course is brought to you by Translation Manchester supported by the Translational Partnership Award from the Wellcome Trust.



TranslationManchester



## Registration

If you would like to take part in this fantastic opportunity please email us at [translation@manchester.ac.uk](mailto:translation@manchester.ac.uk) and let us know which cohort group you would prefer, as well as your role and the Faculty/School you belong to. Places are limited and will be given on a first come first serve basis, so be quick!

**Please note that you must be available to attend all three sessions within your chosen cohort.**

