

# Base Program

Start creating impact with your research.

Gain the tools, skills, and confidence to communicate your research's value, and connect with stakeholders that share your vision for research impact. Take meaningful steps towards making a difference through leveraging your research capabilities.

Through flexible, engaging modules and one-on-one support, the Base Program equips you to:

- communicate succinctly and with clarity, the value and potential impact of your research to non-technical stakeholders
- discover a broader range of engagement and impact opportunities through your research capabilities
- engage confidently with external stakeholders such as industry partners during collaborative research projects



15 hours over  
4 weeks



Kick-off  
workshop



Self-paced  
online modules



1:1 coaching  
session

# Trek Program

Embedding industry engagement skills.

Level up your skills and craft to strategically plan for research impact and make tangible progress toward securing the support needed to translate research into solutions that contribute towards positive change

An intensive, hands-on series of coaching sessions, The Trek Program helps researchers wanting to make progress towards their research impact goals by:

- Deepening understanding of industry needs to better position research translation or commercialisation opportunities
- Testing and refining assumptions about research value to ensure it truly meets the needs of end users
- Engage industry partners to support compelling applications for translation/ focused funding schemes such as the Australia's Economic Accelerator program



30 hours over  
8 weeks



Fortnightly  
group coaching



Self-paced online  
learning



Stakeholder  
conversations

# Ascend Program

Accelerate partnerships for Impact



An intensive project-based coaching program that accelerates the market validation of research translation or commercialisation opportunities by enabling formation of high-performing collaborative research teams.

The Ascend Program helps researchers or project leads progress towards goals including:

- Secure industry partner support for investment in IP protection
- Validate the impact/commercialisation potential of a research project and/or team
- Identify & engage with industry partners or external investors
- Progress towards impact & industry engagement KPIs for your research group or Centre
- Identify and engage with your group's next interdisciplinary research partners.



20 days over  
12 weeks



Project sprints  
& 1:1 coaching



Target: 100  
stakeholder  
conversations

# Researcher to Founder

Build the commercial skills and networks you need to successfully grow your company.

The Researcher to Founder coaching program creates an environment where researchers and technical founders accelerate the speed of their learning and growth through carefully-matched interactions with coaches and peers. Researcher to Founder is not an education or curriculum-based program. Instead, each program is tailored to the needs of the cohort, and each session's focus is on acquisition of a commercial mindset and skills to help each founder successfully launch and grow their company.

Want to learn more?

Visit our web site [www.cruxesinnovation.com](http://www.cruxesinnovation.com)  
or email us at [hello@cruxesinnovation.com](mailto:hello@cruxesinnovation.com)