CHALLENGE
What challenges in society could your research help address?

RESPONSE
How does your research plan respond to the challenge(s)?

UNIQUE VALUE PROPOSITION
What unique value will your research results bring to each beneficiary?

ENGAGEMENT
How will you connect with the beneficiaries during your research programme?

BENEFICIARIES
Who will benefit from or use the results of your research?

RESOURCES AND TEAM
What resources and collaborators do you need to help create impact?

EVIDENCE OF IMPACT
What evidence (quantitative or qualitative) will you collect to demonstrate impact? Over what time frame?

FUNDING
What is your funding roadmap to enable this research programme and create impact?

POTENTIAL IMPACT
What potential impact(s) will your research have? Cultural, Economic, Educational, Environmental, Health, Political, Social, Technological.