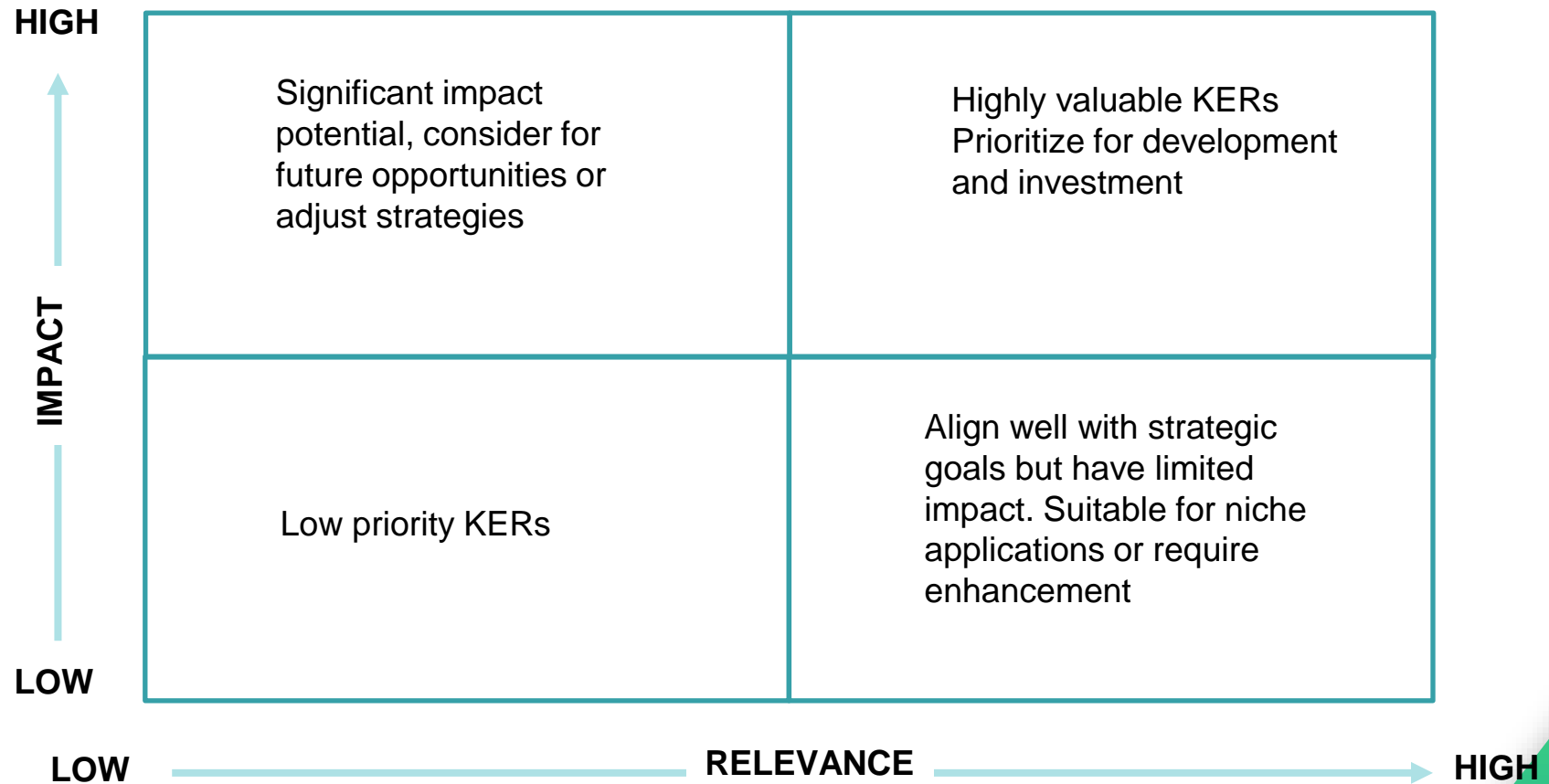


IMPACT / RELEVANCE MATRIX OF KEY EXPLOITABLE RESULTS

Impact refers to the potential effect or influence a KER can have on a specific area. This can be measured in terms of various factors, such as:

- **Environmental Impact:** The potential to reduce environmental harm, promote sustainability, or enhance ecological health.
- **Economic Impact:** The potential to generate revenue, reduce costs, or create new market opportunities.
- **Social & Societal Impact:** The potential to improve quality of life, education, health, or social welfare. Potential to positively affect communities, social structures, or address broader societal issues like equity, inclusion, and public welfare.
- **Technological Impact:** The potential to advance technological capabilities, innovation, or infrastructure.



Relevance: The degree to which a key exploitable result aligns with the goals, needs, and priorities of stakeholders.

- **Strategic Alignment:** Degree to which the KER aligns with the strategic goals and objectives of the organization or stakeholders.
- **Market Need:** Extent to which the KER addresses a significant market demand or gap.
- **Stakeholder Interest:** Level of interest and support from key stakeholders, including investors, partners, customers, and regulators.
- **Feasibility:** Practicality of implementing or commercializing the KER, considering technical, financial, and regulatory constraints.

KEY EXPLOITABLE RESULTS CANVAS

Key Exploitable Result	Responsible	Relevance	Impact	Potential Exploitation Pathway(s)	Target Need Owners & Stakeholders