



Industry Partner Welcome Guide

Profound Impact



Introduction

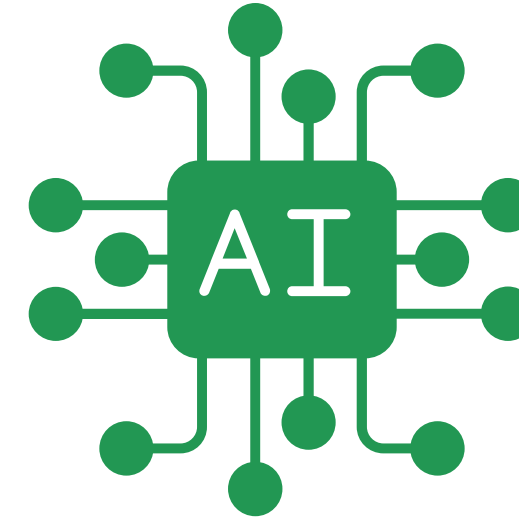
Research Impact's AI-powered matching algorithms elevate the innovation game by tapping into the rich resources and expertise of academia, discovering the strategies to harness college and university research, access skilled research talent, and leverage high-end resources to accelerate the innovation journey while reducing costs and time to market.

Profound Impact, a SaaS company, is led by founder and inventor, Sherry Shannon-Vanstone, who has worked together with her team to bring **Research Impact** to market to serve as a bridge between academic institutions, industry, researchers, and funding agencies.



Research Impact
The Platform

Research Impact's
AI-driven platform
represents a new way
of engaging with the
research funding
ecosystem.



Research Impact utilizes proprietary AI algorithms to automatically and effectively match industry partners with research experts and possible grant funding opportunities in a targeted and timely manner.

Research Impact's AI-driven platform enables industry to quickly and easily find the best-fit academic partners for their research projects. **Research Impact** provides a centralized location to find research experts in the areas critical to growing businesses.



The Challenges in Research Funding

Research drives technological innovation, but securing funding remains a significant challenge:



Academic researchers and industry innovators often struggle to find suitable partners and funding opportunities for collaborative research.



With over \$2.5 trillion in available research funding, hundreds of thousands of potential industry partners, and 25 million researchers globally, the search for optimal opportunities can be overwhelming.



The Importance of Canadian Research



Canada is globally recognized for its research excellence across various disciplines.



In 2022, Canadian universities conducted \$16 billion in research and development, representing 40% of the country's total R&D.



Universities also perform \$1.2 billion in research for industry and \$1.5 billion for the not-for-profit sector each year.

Why Research Impact?

Research Impact not only simplifies the process of finding academic partners but also accelerates research opportunities by providing timely and targeted matches, ultimately saving time and increasing the chances of success for academic and industry innovators alike.

Research Impact: The Solution

Research Impact addresses these challenges with its AI-powered matching engine, which efficiently identifies and recommends potential funding opportunities, projects, and industry partners from a wide range of sources. Utilizing our AI-Powered matching algorithms, **Research Impact** matches Areas of Research across all research disciplines.

Research Impact: For Industry

With 400+ Public Canadian Universities and Colleges, it is time-consuming, overwhelming and challenging to find academic partners that align with industry research projects. **Research Impact** is a centralized directory for Canadian research and innovation to find and create relevant, lasting partnerships quickly and efficiently.

For industry, **Research Impact** leverages AI and machine learning to present the best potential funding and partnership opportunities, helping to build competitive advantages, (see Appendix A for basic qualification requirements).

Aligning with Stakeholder Goals: Our Innovative Solution

Universities are looking for:

- Improved decision making (data-driven insights)
- Streamlined processes & increased efficiency
- Identify and understand industry partners

Colleges are looking for:

- Talent development (internal and external)
- Access to talent (understanding sector needs)
- Accelerated adoption of technology

Industry is looking for:

- Access to talent and resources
- Engaged and maximized partnership opportunities
- Accelerated R&D capabilities



- **Provides targeted and proactive partner/ researcher matches for projects**
- **Saves time and resources (comprehensive platform acts like a database)**
- **Simplifies the process (direct grant & industry matches, dashboard, workflow management)**

Status Legend

Gain real-time insight into the status of your matches.



Pending: Match pending your approval

Request Introduction: Match approved by you. Your introduction request has been received by Research Impact.

Rejected: Match rejected by you. This match will be removed from your default view.

Response Pending: Research Impact has requested permission from the researcher/area of excellence to facilitate an introduction with you regarding this match.

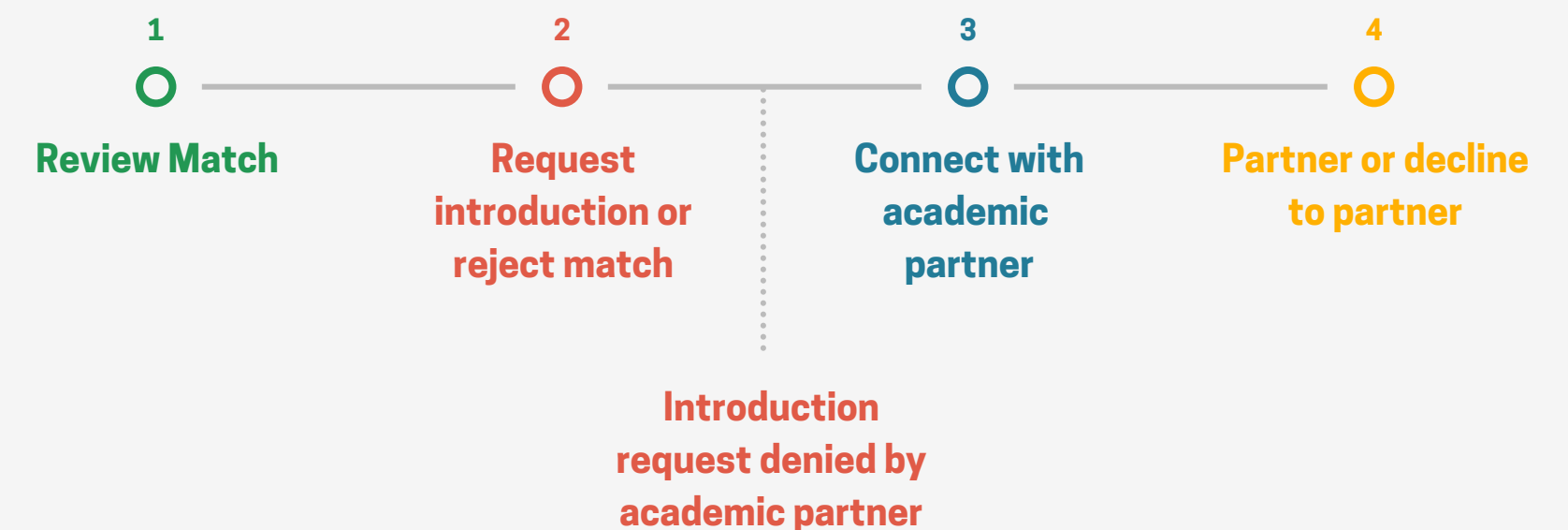
Accepted: Researcher/ area of excellence has accepted the introduction request. Introduction email pending.

Denied: Researcher/ area of excellence has denied the introduction request.

Connected: Research Impact has connected you to the researcher/area of excellence via email regarding this match.

Partnered: You and the researcher/area of excellence have agreed to partner on this opportunity.

Declined: You and the researcher/area of excellence have declined to partner on this opportunity.



customersuccess@profoundimpact.com

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Appendix A

Innovation, Science and Economic Development Canada works in partnership with the members of the Innovation, Science and Economic Development Portfolio to leverage resources and exploit synergies with innovation through science and technology—helping firms and not-for-profit institutions more rapidly turn ideas into new products and services.

While the formality of partnerships may vary, a formal partnership is grounded in trust and mutual respect, with partner organizations contributing in a meaningful way to the success of the endeavour. This may include, for example, sharing in intellectual leadership or providing expertise. The partner organization is also expected to provide cash and/or in-kind contributions. An application for research partnership funding must include at least one industry partner that meets the funding opportunity’s eligibility requirements.

At a minimum, the partner must have a credible plan for exploiting the research results to provide economic, social or environmental benefits for Canada and Canadians. The partner must demonstrate that it has the necessary expertise and resources to implement the plan. For some funding opportunities, proposals may involve multiple partners, each of which contributes resources toward the research endeavour and has a role to play in maximizing the private and/or public good outcomes.

Below is a quick checklist to determine if you qualify as an industry partner as required by government-funded academic research in Canada:

1. Produce goods or services within Canada or carry out research and development (R&D) in Canada
2. Have a corporate objective to develop, in Canada, technology-driven, new or improved products, services or processes or actively participate in driving such innovations in Canada
3. Have been in operation for at least two years or be poised for exceptional growth
4. Not be a holding company
5. Operate from a Canadian base
6. Generate revenue from sales or have secured significant private sector investment
7. Not derive the majority of its revenue from government aid
8. Have at least two individuals dedicated full-time to the organization
9. Have participating staff with relevant expertise to collaborate effectively in the project
10. Have a credible plan for exploiting the research results within Canada and demonstrate that it has the necessary expertise and resources to implement the results

For more information on partnership requirements, [click here](#).