

D. What are your KM goals?	What are your KM strategies?	
<p>Create</p> <ul style="list-style-type: none"> <input type="checkbox"/> practice change <input type="checkbox"/> behaviour change <input type="checkbox"/> policy change <p>Generate</p> <ul style="list-style-type: none"> <input type="checkbox"/> awareness <input type="checkbox"/> interest <p>Provide</p> <ul style="list-style-type: none"> <input type="checkbox"/> knowledge <input type="checkbox"/> tools <p>Inform</p> <ul style="list-style-type: none"> <input type="checkbox"/> research <input type="checkbox"/> product <input type="checkbox"/> patent <p>Other:</p> <ul style="list-style-type: none"> <input type="checkbox"/> _____ <input type="checkbox"/> _____ <input type="checkbox"/> _____ 	<ul style="list-style-type: none"> <input type="checkbox"/> interactive small group <input type="checkbox"/> educational outreach <input type="checkbox"/> multi-professional collaboration <input type="checkbox"/> communities of practice <input type="checkbox"/> networks <input type="checkbox"/> opinion leaders <input type="checkbox"/> champions (e.g. knowledge brokering) <input type="checkbox"/> interviews <input type="checkbox"/> testimonials <input type="checkbox"/> educational materials (e.g. clear language research summaries) <input type="checkbox"/> financial incentive <input type="checkbox"/> performance feedback <input type="checkbox"/> conferences <input type="checkbox"/> peer-review publication 	<ul style="list-style-type: none"> <input type="checkbox"/> mass media campaign <input type="checkbox"/> press release <input type="checkbox"/> patent license <input type="checkbox"/> arts-based KM (e.g. play or art installation) <input type="checkbox"/> webinar <p>Other:</p> <ul style="list-style-type: none"> <input type="checkbox"/> video <input type="checkbox"/> social media <input type="checkbox"/> _____ <input type="checkbox"/> _____ <input type="checkbox"/> _____
	<p>Please elaborate on the KM strategies above. How will your audience know that your solution(s) exist? How will you implement these strategies?</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	
<p><i>Note: Multiple/combined strategies are more effective than single strategies.</i></p>		

E. What are your commercialization goals?	What are your commercialization strategies?	
<p>Create / Develop</p> <ul style="list-style-type: none"> <input type="checkbox"/> product <input type="checkbox"/> service <input type="checkbox"/> both <p>Create a start-up</p> <ul style="list-style-type: none"> <input type="checkbox"/> I will manage the start-up <input type="checkbox"/> the CEO is identified <input type="checkbox"/> not identified yet <p>Create a joint-venture</p> <ul style="list-style-type: none"> <input type="checkbox"/> industry partner identified <input type="checkbox"/> industry partner secured <input type="checkbox"/> no contact yet <p>License the technology</p> <ul style="list-style-type: none"> <input type="checkbox"/> industry partner identified <input type="checkbox"/> industry partner secured <input type="checkbox"/> no contact yet <p>Other:</p> <ul style="list-style-type: none"> <input type="checkbox"/> _____ <input type="checkbox"/> _____ <input type="checkbox"/> _____ 	<p>Business Model:</p> <p>Why is your solution unique and valuable for the potential customer?</p> <p>How will you generate revenue:</p> <ul style="list-style-type: none"> <input type="checkbox"/> selling products/services <input type="checkbox"/> receiving Royalties <input type="checkbox"/> receiving Membership fees <input type="checkbox"/> consulting <input type="checkbox"/> selling commercials <input type="checkbox"/> _____ <input type="checkbox"/> _____ <p>Strategic partnerships:</p> <ul style="list-style-type: none"> <input type="checkbox"/> to test/validate products/services <input type="checkbox"/> to sell products/services <input type="checkbox"/> to promote/advocate <input type="checkbox"/> to receive royalties <input type="checkbox"/> to receive membership fees <input type="checkbox"/> _____ 	<p>Communication Strategy</p> <ul style="list-style-type: none"> <input type="checkbox"/> mass media campaign <input type="checkbox"/> press release <input type="checkbox"/> video <input type="checkbox"/> marketing <input type="checkbox"/> online (social media, _____) <input type="checkbox"/> _____ <input type="checkbox"/> _____ <p>Distribution Strategy:</p> <ul style="list-style-type: none"> <input type="checkbox"/> business to business (financial incentive/commission: _____) <input type="checkbox"/> business to customer <input type="checkbox"/> both <input type="checkbox"/> online (_____) <input type="checkbox"/> Traditional distribution channels <input type="checkbox"/> _____
	<p>Please elaborate on the communication strategies above. How will your audience know that your solutions exist? How will you implement these strategies?</p> <hr/> <hr/> <hr/> <hr/> <hr/> <p><i>Note: Multiple/combined strategies are more effective than single strategies.</i></p>	