



kin8

Market Discovery Course

Never has it been more important for researchers to increase their translation skills and capability. Funding is increasingly competitive. Institutions highly value researchers with the skills and knowledge to realise impact from their research to secure funding and partners.

But research translation is a complicated journey; requiring researchers to identify the value of their innovation, engage a wide range of stakeholders, seek and make connections outside of their organisation, and act on these connections to secure partners and resources to bring their new innovations to the world.

kin8's Market Discovery Course provides a proven systematic approach to manage this process to increase the speed and success of your innovation as it moves through its translation path to achieve Impact.

Using a balance of online and activity-based learning, we equip researchers with the tools, knowledge and support to learn and apply our proven research translation methodology.

Over 12 weeks you'll learn how to:

- > Clarify, establish and gain consensus on your objectives and IP position
- > Consider a wide range of applications for where your research could create impact
- > Engage potential customers, partners and collaborators
- > Identify, assess, and select market opportunities
- > Create value proposition concepts, price them, and test them
- > Explore funding and resourcing for your translation project.

With live access to kin8's highly experienced facilitators, the exclusive kin8 network and our global partners, our participants gain important skills to develop their careers and translate their research into high-impact, real-world solutions.

[Explore our free course preview](#)

Market Discovery Course Syllabus

Week	Module	Description	Tools/Templates/Materials
Set-Up 	Welcome, expectations, and set up	Meet the course designers and support network. Learn about the course, development journey and outcomes.	Market Discovery Presentation Template. Goal Setting Template
Week 1 	Getting alignment on objectives and establishing your intellectual property (IP) position	Understand Impact and clarify your Impact objectives and learn how to gain consensus with internal stakeholders. Learn the basics of IP including patents, copyright and trademarks.	Impact Creation template IP Position Template Week 1 Reflection Template
Week 2 	Divergent exploration: What problems could your research solve?	Look locally, globally and engage broadly to establish where your innovation could be valuable. Establish selection criteria and shortlist 3-5 ideas to progress into the discovery research step.	Idea Capture Table Opportunity Filter Matrix
Week 3 	Preparing for discovery research	Understand how to set up market discovery research. Complete a discovery interview plan, guide and tracker. Learn how to recruit subjects, and reach out to local and global targets.	Discovery Interview Plan Discovery Interview Guide Interview Tracker
Weeks 4, 5 	Conducting discovery research	Engage potential partners to bring their thinking into your innovation. Conduct direct and virtual interviews with a range of potential users and partners to collect insights and check your assumptions about shortlisted opportunities.	Use discovery interview tools
Week 6 	Reflect and Select (MID program review)	Complete discussions, to bring your research together. Reflect on your learnings. Finalise one opportunity to progress into the market testing step.	Week 6 Reflection Template
Week 7 	Structuring your research innovation for market testing	Interpret customer feedback to convert that into an offering or concept. Test pricing and other forms of value exchange. Create visual assets to use for discussions. Finally recruit interview subjects.	Simple NDA Template Offer Concept Template
Week 8 	Preparing for market testing	Learn about the importance of, and how to set up market testing research. Be introduced to and complete a market testing plan and a market testing guide. Learn how to complete high-level market sizing.	Market Testing Plan Market Testing Guide
Weeks 9, 10 	Conducting market testing	Conduct a series of detailed interviews outlining a tighter definition of your offering embodied in a virtual or actual prototype and seek feedback on the value this creates. Establish potential pricing options.	Use market testing tools Week 10 Reflection Template
Week 11 	Exploring cost, funding options and next steps	Develop a detailed understanding of funding and other resources needed to progress your innovation. Learn how to develop basic price/volume/cost scenarios.	Commercialisation Plan Template Modelling Template
Week 12 	Reflection and write up (program conclusion)	Bring 12 weeks of learning together into a final presentation pack. Learn and practice presentation and pitch techniques. Reflect on your journey of discovery and how you will apply your enhanced capabilities in future endeavours.	Final MDC presentation Week 12 Reflection Template