[INDUSTRY NAME] [Animal/Plant/Aquatic/Industry] Present Industry GVP Value: AD $X.X million per annum

## **Emerging Industries Canvas**

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| --- | --- | --- | --- | --- |
| Key partners * **Organisation/company X**
* **Organisation/company Y**
 | Key RD&E activities* **Highest priority RD&E gap for your industry**
* **Second highest priority RD&E gap for your industry**
 | Value propositions for your industry* **Highest priority RD&E gap for your industry**
* **Second highest priority RD&E gap for your industry**
 | Customer relationships * **Description of relationship**
* **Description of relationship**
 | Customer segments* **Pre breeding (Value $$)**
* **Breeding (Value $$)**
* **Variety development/testing/seed supply (Value $$)**
* **Research, development and extension providers (Value $$)**
* **Farmers/producers (Value $$)**
* **Agribusiness (Value $$)**
* **Harvesters (Value $$)**
* **Manufacturers (Value $$)**
* **Value added products (Value $$)**
* **Regulators (Value $$)**
* **Educators (Value $$)**
* **Biosecurity (Value $$)**
* **Industry advocates (Value $$)**
* **Global organisations (Value $$)**
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| Sustainability* **Organisation/company X**
* **Organisation/company Y**
 | Key RD&E resources* **Organisation/company X**
* **Organisation/company Y**
 | Industry transformational needs/blue sky options* **Highest priority transformational issue (if known)**
* **Second Highest priority transformational issue (if known)**
 | Channels* **Communication organisation/company X**
* **Communication organisation/company Y**
 | Cost structure/industry funding opportunities to reach industry GVP of A$10 million per annum* **Funding organisation/company X**
* **Funding organisation/company Y**
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## Suggested steps for completing the Emerging Industry Canvas (can be completed in any order)

## GVP calculation: Identify your present estimate of your industry GVP (in $x.x million, in AUD), in addition to how your industry will reach $10M turnover within five years. [Australian Bureau of Statistics has data](https://www.abs.gov.au/ausstats/abs%40.nsf/dossbytitle/F276A671BC2F9899CA256F0A007D8CB1) on methods to calculate and estimate GVP.

## Customer segments: Identify all the segments of your industry value chain from supply to end market (include potential markets if known). Be as specific as possible to identify organisations or companies that sit within your value chain (list under each segment heading) regardless whether you as the applicant presently engage with them. A sample of industry categories for a value chain is provided above in the template but please amend accordingly to your industry. Describe your industry segments in terms of size, membership, level of organisation, and geographical spread (where known).

## Channels: What are some of the channels that presently communicate research, development and extension (RD&E) opportunities in your sector? Does your industry have an association, a subject matter expert, informal and formal networks that exchange RD&E ideas or are there others that can be drawn from to widen the knowledge of RD&E across your industry value chain?

## Value propositions: What are some of the industry opportunities and attractiveness to potential markets? How can it add value to the Australian and international economy? How volatile is your value proposition to factors such as price, environmental conditions (e.g. is your industry highly sensitive to prices, drought etc.). Identify the target markets for your industry and confirm that the industry has access to those markets. Identify market access challenges (if applicable)

## Customer relationships: What types of relationships are needed across your industry value chain to make the value propositions you have identified happen? What role do these organisations presently contribute to GVP? At an industry level, describe the status of market development for your produce/products. Describe the customer base for your industry

## Key RD&E activities: List the RD&E that you have identified for your industry, prioritise (in order of the biggest RD&E challenges to reach $10 million GVP). How does your application contribute to the industry RD&E gaps and opportunities identified?

## Key RD&E partners/resources: Key Partners are the people and organisations that are need to deliver successful outcomes from the RD&E gaps proposed. Key Resources are the facilities needed to complete the RD&E works.

## Cost structure and industry funding opportunities: Cost Structures are the 7-8 biggest expenses to achieve the RD&E – how much spend is needed, how frequently will it spent, and whether it changes as GVP goes up and down while still maximizing the ability to reach Industry GVP of 10 million per annum. Industry funding opportunities relates to who the key partners that could co-contribute towards achieve and importantly accelerate achievement to 10 million GVP. This could also include the potential for a future levy and the steps need to achieve this.

## Sustainability: How will your industry sustain growth? Does the largest RD&E options that support growth exist for the short term only, or will they sustain ongoing growth? Are commercial-scale production and processing have been demonstrated and are profitable and sustainable?

## Industry transformational/blue sky options: Are there other transformational projects in sectors worldwide that could accelerate an approach to some of the biggest industry RD&E challenges you have identified?