Global Innovation & Entrepreneurship

# GIE RISE™

RESEARCH INVESTMENT STRATEGY FOR UNIVERSITIES

## Your University can research many topics

## But it should invest in a very few!

GIE RISE™ is a four-week diagnostic and decision process that identifies where a university should concentrate its applied research investment — and which industry, government and research partners can help turn that investment into impact. The best research investments sit where **capability**, **demand** & **advantage** converge.

| | |
|---|---|
| **Research budgets are allocated by seniority and enthusiasm** | The loudest department, not the strongest position |
| **Capability is assumed, not evidenced** | "We are strong in Technology X" is a claim nobody has tested against competitors |
| **Partners are listed, not qualified** | Knowing an organization is not the same as being able to activate it |
| **External demand is assumed, not tested** | A strong research capability does not automatically mean the market or ecosystem needs it |

*Where can your university concentrate its applied research investment to create the greatest strategic, economic and societal impact — and what ecosystem is required to make it succeed?*

## Four weeks. One decision.

**Evidence base** → **Faculty diagnostic** → **Executive workshop** → **Investment recommendation**

# GIE RISE™

Research · Intelligence · Strategy · Execution

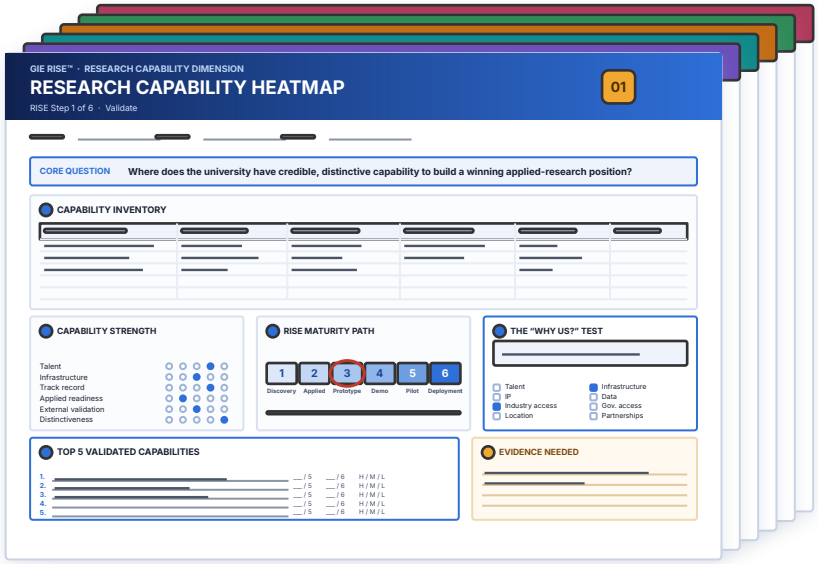
R

**R**
**RESEARCH CAPABILITY**
What can we credibly do?

**I**
**INTELLIGENCE & ECOSYSTEM**
What demand and access exist?

**S**
**STRATEGIC ALIGNMENT**
Where should we focus?

**E**
**EXECUTION & INVESTMENT**
How can we pilot & scale?




## Six canvases. Four Steps Methodology.

01 Research Capability Heatmap · 02 Strategic Relationship Capital Map · 03 Future Technology & Demand Radar
04 Applied Research Opportunity Canvas · 05 Investment Prioritization Scorecard · 06 Portfolio & Commitment Board

## The method

**1 Evidence**
Strategic priorities, technology and demand signals, ecosystem opportunities, and a competitive benchmark against the institutions you compete with. Every claim carries its source, date and confidence tag

**2 Diagnostic**
A structured faculty instrument captures what the institution can credibly do, who it can reach, and what it sees changing. Ten to twelve minutes for most respondents.

**3 Decision**
A three-hour executive workshop built on six canvases. Participants do not brainstorm. They validate, challenge and prioritize evidence that is already on the wall.

**4 Recommendation**
A prioritized portfolio of research domains, each with the strategic rationale, collaboration partners and evidence behind the choice.

## What you receive

- A verified evidence base, sourced, dated and tagged
- A competitive position against the field
- A prioritized research investment portfolio
- A capability map built from your own faculty
- A collaboration map of industry, government & research partners
- An intelligence workbook you keep and reuse

**Evidence, judgment and assumption are separated**
Every claim is tagged. Leadership can see exactly what a recommendation rests on — and what it does not.

**You are benchmarked against the field**
Most exercises ask what a university is good at. GIE RISE asks what it can win at.

**It leaves an asset, not a slide deck**
The evidence base outlives the engagement and carries the next decision too.

Four weeks · One leadership interview, one faculty survey, one three-hour workshop

*For presidents, provosts and research leaders deciding where to concentrate their next research investment.*

**Your next research budget will be allocated either way.**

**Let us make sure it is allocated on evidence.**


info@gie.xyz · +971 58 587 8904 · gie.xyz

Global Innovation & Entrepreneurship


Global Innovation & Entrepreneurship