



Nascent

On average there is little to no awareness of research commercialisation among social science academics or Early Career Researchers (ECRs) at the university.



Seeding

Early awareness has been established but there is little to no active interest in research commercialisation.



Towards a Critical Mass

Strong awareness and an active and increasing interest in research commercialisation has been established among social science academics and ECRs at the university.



Building a Scalable, Repeatable Process

In this relatively mature stage successful research commercialisation has taken place and a model for social science research commercialisation is emerging.