

# Technology Solution Information Card template

Have you created communication materials around your minimal viable product to share the value of your technology?

## What is this tool?

This tool can help you to summarise and present your technology solution in a concise and interesting way to a broad, non-scientific audience.

The main objective is to help you to focus upon the challenges that your idea is addressing, as well as the benefits it offers. Remember to not identify technical or other features which could compromise your IP.



### Tip

The final communication material that you produce using this tool is simply one way to start a conversation about your technology solution.

It doesn't matter which form of communication you choose; the best communication tool is the one that works for your personal communication style.

## Why use this tool?

Communicating the value of your technology solution without compromising your IP is important. It can also help to facilitate discussions with industry about your technology.

A technology information card, also known as an **Infocard**, can help facilitate conversations about your technology solution, including how it can help address needs, challenges, and innovation opportunities of potential markets and customers/clients.



## Example Information Cards

[Go here](#) to see examples of an infocard.

*Note:* These cards have been designed as the same size as a postcard (A6 or 10.5cm x 14.8cm) and they aim to be visually appealing so that people will want to pick them up, read and share them with others.

## Technology ■ Define value (Step 4)

Market Validation

### Follow the steps below:



#### Step 1:

Go to the [Technology information card template](#) and follow the instructions in the template.



#### Step 2:

Once you have completed the template and you are happy with your text and supporting photos/ images, discuss the various options for graphic design and printing with the communications or marketing team in your organisation.

Then create files that are ready for printing and/or versions for the web.



#### Step 3:

Print or add the file to a website to share with potential collaborators, investors, clients, end users, etc.



### Note

The word limit guide provided in the template is designed to support text and images for either an A5 or A6 (postcard) size.

- A5 measures 14.8cm × 21.0cm or 5.83 × 8.27 inches.
- A6 measures 10.5cm x 14.8cm or 4.13 x 5.82 inches

# Technology Information Card Data template

**Note:** The recommended word counts are in English. This may vary slightly in Vietnamese.

FRONT PAGE	Example <i>from the Vietnam National University of Agriculture (VNUA) dragon fruit pilot</i>	Your information
<p><b>Partner name</b> Partner name spelled out; no more than two partners</p>	<p>Vietnam National University of Agriculture</p>	
<p><b>Summary</b> Introductory text; <i>10-20 words</i></p>	<p>Aus4Innovation is working with researchers developing novel processing technology for the fruit industry (<i>13 words</i>)</p>	
<p><b>Image</b> Landscape orientation High resolution file Relevant and beautiful</p> <p><i>Tip:</i> Collect at least one extra photo. This can be helpful for last minute requests or changes when printing the final communications product.</p>		
<p><b>Logo</b> Main institution 1-2 logos only</p>	 <p><b>AUS4INNOVATION</b></p>	

## Technology Information Card Data template continued

BACK PAGE	Example	Your information
<p><b>Shorthand title</b> 5-10 words</p> <p><b>Make the title “catchy”:</b> Something that summarises the technology solution</p> <p>Use plain and descriptive language</p> <p><i>Note: the name does not need to be the formal name or the one used internally by the team.</i></p>	<p>Innovation for dragon fruit processing (5 words)</p>	
<p><b>Challenge</b> 50-100 words</p> <p>Succinctly describe the challenge, opportunity or problem the technology, service or activity aims to address.</p> <p>You could also include a brief description of the market/commodity and its importance to Viet Nam, the region, or the province.</p>	<p>Fresh dragon fruit is the leading fruit export of Vietnam, accounting for 32% of the total value of fruit and vegetables sold overseas.</p> <p>Dragon fruit earns its commercial appeal from high nutrition, and distinct taste and appearance.</p> <p>High perishability and a peak harvest season in high temperatures and humidity result in post-harvest losses of up to 30%. (57 words)</p>	

## Technology Information Card Data template continued

BACK PAGE (continued)	Example	Your information
<p><b>Response</b></p> <p><i>50-100 words</i></p> <p>Briefly describe how your activity or partnership is addressing the challenge identified above.</p> <p>For example:</p> <ul style="list-style-type: none"> <li>- What is the proposed solution or response?</li> <li>- How can it help, or who will it benefit?</li> <li>- Who is involved? (e.g. university, research organisation, company, government, community organisation).</li> </ul> <p><i>Note: Do not just list the names of organisations involved consider including an idea of their relevant roles in the technology solution.</i></p>	<p>To address this challenge, Vietnam National University of Agriculture has developed innovative processing to add value to harvested fruit, reducing losses and creating new products for market.</p> <p>Researchers can produce jam, wine, natural colouring and pectin from dragon fruit without artificial additives.</p> <p>Fruit by-products are also being used to maximise value, minimise waste and increase farmer incomes.</p> <p><i>(57 words)</i></p>	
<p><b>Benefits/Impact</b></p> <p><i>Three dot points of 5-15 words each (max 45 words)</i></p> <p>Describe the economic, social and/ or environmental impacts that are anticipated when the technology solution reaches the market.</p> <p>Each point should be written in succinctly in short dot-point form, rather than in complete sentences.</p> <p><i>Note: Where more than 3-4 likely impacts are known, prioritise and select the most compelling impacts.</i></p>	<p>Increased profits for fruit farmers</p> <ul style="list-style-type: none"> <li>• Reduced food loss and waste</li> <li>• Novel food and beverage products for local and international markets</li> <li>• Increased profits for fruit farmers</li> </ul> <p><i>(20 words)</i></p>	
<p><b>Contact</b></p> <p>URL or email address for a key contact</p>	<p>research.csiro.au/aus4innovation</p>	

**Note:** To see a copy of the completed example, go [here](#)