

Consultations for OMAFRA Value Assessment Plans

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Need help articulating the economic value of your research? The New Venture Creation team has decades of experience pitching business cases and are here to help.

Certain research projects must include a Value Assessment Plan (VAP). The goal of the VAP is to demonstrate the value of the project and to identify and communicate the thinking and planning required for new product, product improvement success. These are important questions to consider in the early stages of the product or technology development and is particularly important if developing a product, technology or service with the intent of commercialization.

Book a 30-minute meeting by emailing newventurecreation@uoguelph.ca. [Click here to learn more about this alert](#)

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