### Impacts on commerce and the economy

<table>
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<tr>
<th>Area of impact</th>
<th>Types of impact</th>
<th>Indicators of reach and significance</th>
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| Impacts where the beneficiaries may include businesses, either new or established, the NHS, private healthcare, agriculture or other types of organisation which undertake activity that may create wealth. | • A spin-out or new business has been created, established its viability, or generated revenue or profits.  
• Contributing to innovation and entrepreneurial activity through the design and delivery of new products or services.  
• Decisions are made not to introduce a new process or product as a result of research.  
• Social enterprise initiatives have been created.  
• The costs of treatment or healthcare have changed as a result of research-led changes in practice.  
• Policies have been introduced which have had an impact on economic growth or incentivising productivity.  
• Gains in productivity have been realised as a result of research-led changes in practice.  
• Research helps to stimulate foreign direct investment (FDI).  
• The performance of an existing business has been improved through the introduction of new, or the improvement of existing, products, processes or services; the adoption of new, updated or enhanced technical standards and/or protocols; or the enhancement of strategy, operations or management practices.  
• Contributing to economic prosperity via the creative sector including publishing, music, theatre, museums and galleries, film and television, fashion, tourism, and computer games. | • Evidence of improved cost-effectiveness.  
• Evidence of service change.  
• Sales of new products/services.  
• Business performance measures (for example, turnover/profits, trends in key technical performance measures underlying economic performance).  
• Employment figures.  
• Licences awarded and brought to market; market authorisation.  
• Demonstrable collaborations with industry (including knowledge transfer partnerships, and contracts).  
• Commercial adoption of a new technology, process, knowledge or concept.  
• Business performance measures, for example, sales, turnover, profits or employment associated with new or improved products, processes or services.  
• Jobs created or protected.  
• Investment funding raised from UK and/or non-UK agencies (venture capital/Business Angel, and so on) for start-up businesses and new activities of existing businesses.  
• Priority shifts in expenditure profiles or quantifiable reallocation of corporate, nonprofit or public budgets.  
• Evidence of critical impact on particular projects, products and processes confirmed |