

GEARING YOUR IDEAS FOR GREATNESS

Benefits of Innovation Activities

- Direct financial benefits, such as dividends, royalties and fees from commercialisation activities;
- Potential for job creation and local economic development through the creation of spin-off companies;
- Networking and secondary financial benefits with industry;
- Educational/research benefits such as new research opportunities;
- International rating benefits and brand benefits, namely the recognition of the NWU as a hub for new inventions and innovations;
- Recognition of the NWU as a driver of regional and national economic growth through innovation for purposes of the National Development Plan.

