Research, Innovation or Consulting rarely exist in isolation. Most projects, over their lifetime, will move within the triangle. This balance delivers considerable benefits to the research process.

Benefits from this continuum include:

**Institutional**
- Increased resources for basic research
  - Linkage grants
  - Commercialisation returns
  - Consulting returns
- Impact from research outcomes
- Industry feedback
- New research linkages and directions
- Community contribution
- Access to industrial IP and materials

**Individual**
- Recognition of contribution
  - Inventor profit share from commercialisation
  - Off-load consulting income
  - Reputation and promotion
  - Recognition of applied research work in University research quantum (where appropriate).