

Aspect

Transforming Society Through
Social Science Innovation



ARC Accelerator: The need for scale in social science commercialisation

Dark Ages of Social Science Commercialisation



1 academic per
year

Low TTO expertise
(geared to science)

Wrong investor
profile



**No understanding
across Gov, research,
business and finance**

No peers

Little to no
training

TTO learning curve
limited by low rate

Few business
support contacts

Aspect

Purpose of ARC



*Creating ventures founded upon
social science research and ideas to
benefit society and the economy*

What is it?



- 6 months, 15 ventures (1 member per venture) from 7 (now 16) universities
- Stages – Business Model Canvas, Market Validation, Pitch
- Themes – Business model development, market research, IP, Networking and Pitching
- Mentors

Benefits to entrepreneurs

- Cohort and peers
- Training
- Expert talks
- Investor days



Benefits to TTOs



- Share networks (e.g. contacts in industry X)
- Share support
- Work with 15 rather than 1 example (i.e. fast learning curve)

Benefits of Scale



- Programme (training, sharing of networks)
- Finance (investor day, show and tell days for support)
- Government including research councils
- Communicating and Advancing the field