

Aspect – Pump Priming Your Social Science Venture Pipeline

Tony Walker, Deputy Director

Masood Entrepreneurship Centre





Basis of most S/S KE activity is;-

- *People based – conferences, networks, advisory roles etc*
- *Problem solving – consultancy, informal advice, joint publishing with orgs*
- *Community based – lectures, public events, social enterprises and impact focused orgs*
- **Usual Belief** – *S/S KE is relevant in a non-commercial sector and applied to a non-commercial organisation*

* ESRC and the Centre for Business Research



S/S KE typical routes;-

- *Patent, spinout, license <5%*
- *Consultancy most likely >13%*
- *Most likely to engage with charity or public sector orgs >49% compared to private sector orgs <30%*

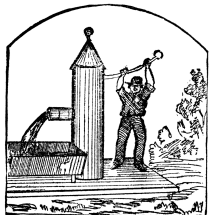
**ESRC and the Centre for Business Research*

Solutions #1 Anchor

- Find a relevant Anchor point
- We chose Social Responsibility which is our university Third Goal alongside Teaching and Research as it provides a rallying point and helped boost the relevance of our early activities in the mainstream.

Solutions #2 Amplify

- Build Networks into Model Early
- Bring together complementary networks, companies and people aggregators to create quicker momentum opportunities – we work with Enactus, UnLtd, SEUK, Business Growth Hub, local supply chains and accelerators and freelancers.



Solutions #3 Resonate

- Create Champions/Role Models
- Find existing exemplars from staff and students or with close associates such as S/S graduates and alumni who can give authority and credibility. Use ASPECT alumni to promote if you have none, set up regular talks and events.

Solutions #4 Realism

- Continue to test, develop and iterate.
- Do not get tied into a particular business model or way of developing projects early on. Use local conditions and resources and whatever you require to get it done. Focus more on developing the key messages and encouraging people to have a go.



Solutions #5 Converse

- Talk² and Walk²
- Early on set the tone around what's key and important in this area – stakeholders and beneficiaries, money and metrics, social and market drivers, reputational and monetary relevance of projects to the university.

Solutions #6 Coalesce

- Teaching, Research and Application
- Bring together opportunities across as much of the KE spectrum as possible.
- KE/BE – Ent Education – TTO
- Syndicate programmes locally with experienced teams and smaller or newer teams.

