Gemyse 1, 11.30-12.45

Entrepreneurship

Jeff Skinner(Chair)

Larissa Best

André Krouwel

AESIS

Entrepreneurship

Jeff Skinner

Executive Director Deloitte

Institute of Innovation and

Entrepreneurship, London

Business School, UK

AESIS

How to best utilise SSH knowledge into practical applications through entrepreneurship

Jeff Skinner

Session plan

- A few thoughts from me

- … then Larissa Best…

- … then Andre Krouwel

- 'fireside chat' on issues raised

- Q&A using:
  - https://www.sli.do #C371
  - Or waving your arm in the air

What is different about SSH?

- Little formal IP (patents)
- Fewer role models, cases.
- Unclear pathways (TRL, Clinical Phases…)
- Less 'dramatic' investment needed
- Returns less obvious
- Timescales tend to be longer.

The SSH academic 'entrepreneur'

- Driven by (passion for) impact.
- Funding is a means to that end.
- Wants to *create* value – less concerned about *capturing* value
- Highly dependent on informal relationships:
  - Both a strength (robust, aligned incentives)
  - And a weakness (implicit joint ownership)
- Ambition?

But there is real value

- Assets include:
  - Reputation
  - Brand, trademark
  - Relationships (including team)
  - Data, results, contacts
  - Robust software
- The work of a decade to build
- All result from successful 'commercialisation'
- Who owns the assets?

How to help

- Identify those who are focused on impact
- Be a 'light touch' Commercial Director
  - Encourage, be a sounding board
  - Protect assets
  - Find small (enabling) sums of money
- Inject ambition:
  - Scale (soft to hard product)
  - Start charging where you can
  - Introduce potential commercial partners

Entrepreneurship

Larissa Best

LBAN president - EBAN
board,
Luxembourg

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Entrepreneurship

Andre Krouwel

Academic Director of Election Compass & Political Scientist at VU Amsterdam, the Netherlands

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Panel discussion & Q&A

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Next up:

12.45-13.45   Lunch

13.45-15.45   IX Plenary Closing   Lumbye Hall

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