

A decorative background at the top of the slide featuring a network diagram with red and black nodes connected by thin lines, set against a light red gradient.

The Impact of Social Sciences and Humanities on Society

17-18 October 2019, Washington DC

Room 4025, 11.30am - 12.45pm

Facilitating & supporting entrepreneurship

Marc Sedam (Chair)

Christoph Köller

Mark Mann

A decorative background at the top of the slide featuring a network diagram with red and black nodes connected by lines, set against a light red gradient.

The Impact of Social Sciences and Humanities on Society

17-18 October 2019, Washington DC

Facilitating & supporting entrepreneurship

Marc Sedam (Chair)

Chair-Elect, AUTM



Promoting Entrepreneurship and Commercialization in the Arts and Humanities

Marc Sedam

Associate Vice Provost of Innovation and New Ventures,
University of New Hampshire
Chair-Elect, AUTM



What Did We Set Out to Do

- Universities have valued commercialization of STEM for decades
- UNH does not have med, dental, vet, or pharmacy school
- Strong liberal arts tradition
 - Arts, Humanities, Social Sciences (AHSS)
- Let's talk to the entire campus

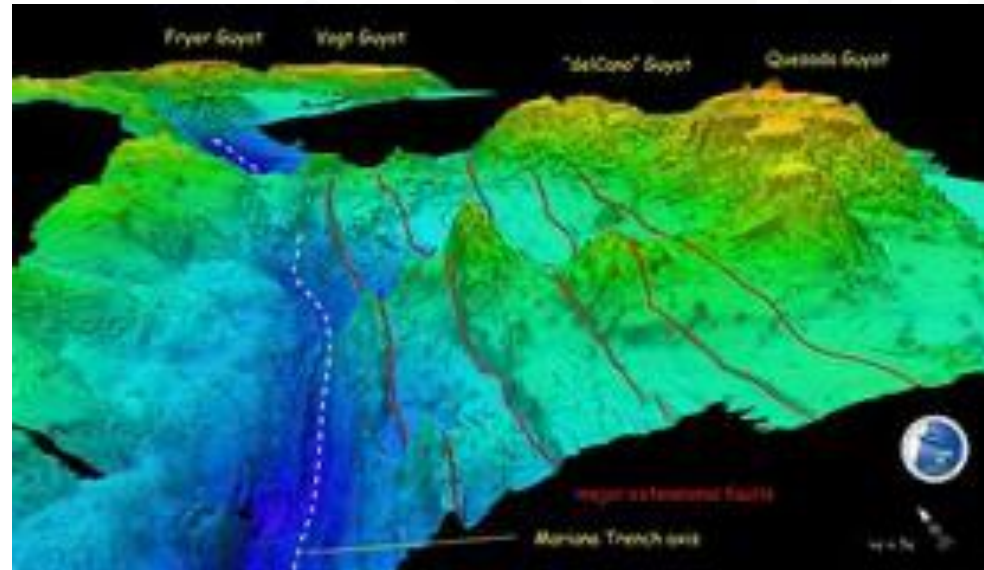
Policy

- Focused heavily on understanding the policy construct of UNH and communicating clearly we were **not**:
 - Usurping the "professor's privilege"
 - Taking ownership of exempted scholarly works
- Started to make ourselves available to people in AHSS to help out with publishing contracts and data rights agreements

Practice

- UNHInnovation has a sophisticated back office, business, tracking, and financial functions
- Leverage these to take burden of scholars in AHSS

With the arts, of course



Next Up. Using Trademarks for Good

- In 2007, Dot Sheehan, UNH Assoc. Athletics Director, developed a local program she named Operation Hat Trick
- Goal was to generate income and fund the specific needs of wounded veterans with gaps in healthcare or services
- 2011 - Trademark Applications Filed
- 2012 - Non-Profit Formed and license agreement signed



Operation Hat Trick Today

- Over 600 licensees
- \$1.4 million donated directly to veterans' needs
- One of the fastest growing new brands in the collegiate apparel market
- Project \$20MM in retail sales within next 2-3 years
 - Would lead to a \$1MM annual donation to veterans

What's Next—A New Business Model

- Scholarship is mutable and shareable
- Scholars often put the results of their work online as a way to communicate/share/give back to their community
- But...that scholarship will be read, interpreted, and sometimes *changed* without the permission of the authors
- What do you do when your work isn't really your work?

Enter—The NH Primary License

- Use a combination of trademark and copyright rights to regain control of scholarship
- Faculty ownership of the copyright/scholarly work doesn't effect model
- Allows faculty to change, adapt, and adjust their scholarship over time and still make the same offering to the public

How It Works

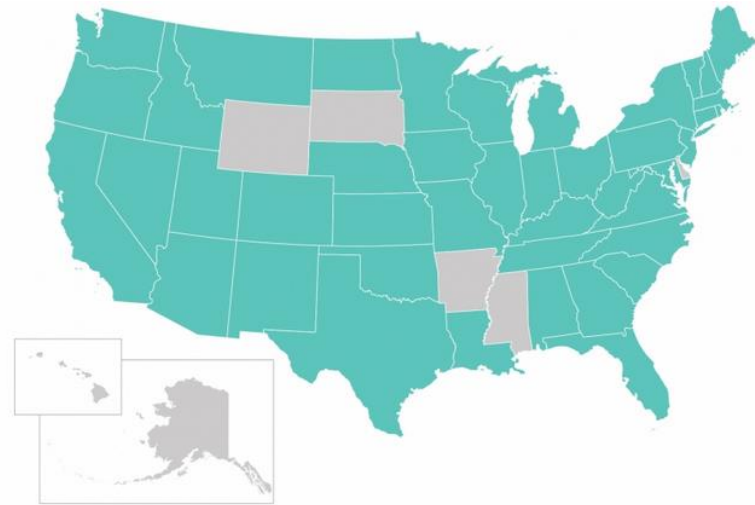
- Faculty update their work before launch
- UNH creates a university-owned trademark to cover the copyrighted work
- Faculty agrees to only use the trademarked name for future publications
- UNH and faculty agree to the pricing and revenue share
- Creative work is distributed online only

Case Study: Bringing the Bystander®

- 2012 Trademark application filed on Bringing in the Bystander®
- 2013 Registration gained & copyright application filed on the Program Curriculum
- 2014 Licensing began via
 - Direct Sales,
 - Regional and Customized Trainings,
 - Trainer-the-trainer events, and
 - Traditional licensing model
- 2014 Prevention Innovations Research Center Formed



- As of June 2018 – 400 End User Licenses
- Trained over 10,000 people on preventing relationship and sexual violence
- Hired four support staff
- Regional Trainings



Today: Soteria Solutions!

- Founded by Dr. Sharyn Potter & Jane Stapleton of UNH's Prevention Innovations Research Center
 - Innovators of the Year, 2015
 - UNH's first female-founded research-based start-up
 - Participated in both UNH and National I-Corps Programs
 - Over 400 licenses while part of PIRC
- Soteria signed exclusive license in February!



Soteria Solutions[™]
Activating Bystanders, Igniting Change.

What's Next?

- Moving to a 100% online platform set to launch in January 2020
- Handles all processing, finance, licensing, versioning, and distribution
- Licensing with people providing oversight not effort

Today

- UNH remains in the top 10 in the US for total number of licenses signed over the past five years.
 - In 2016 we signed more licenses than Harvard and MIT combined!!!
- NH Primary License model is being copied and used in an increasing number of US universities
- Engages the entire campus in commercialization
- Cross-fertilization of work
- Dissemination of UNH scholarship more broadly than ever with financial benefit



The Impact of Social Sciences and Humanities on Society

17-18 October 2019, Washington DC

Facilitating & supporting entrepreneurship

Marc Mann

*Innovation Lead Social Sciences & Humanities,
Oxford University Innovation, United Kingdom*

OXFORD UNIVERSITY INNOVATION

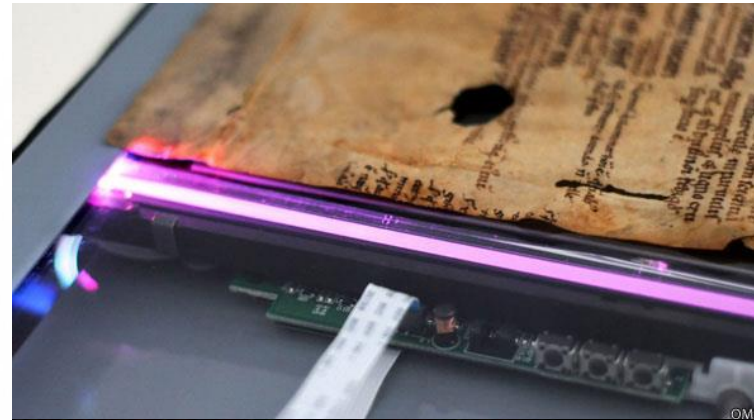
AHSS and Social Innovation
Mark Mann



...as compared with my old departments



First AHSS spinout in 2011 – in Classics Oxford Multi-Spectral



- Uses infrared/UV to detect faded ancient inks.
- Papyrus scanning empire?
- A little short of demand BUT
- Useful for fraud detection – now being applied in China.

“unavailable for comment...”



The Washington Post
Democracy Dies in Darkness

Morning Mix

An Oxford professor allegedly stole ancient Bible fragments and sold them to Hobby Lobby



Tourists from Purpose Driven Tours enter the Museum of the Bible in Washington in December 2017. (Evelyn Hockstein for The Washington Post)



Were we approaching this in the wrong way?



- But where is the intellectual property????!!!!
- What does the academic **ACTUALLY** want to do?
- What got them interested in what they were studying in the first place?

Depth and diversity at Oxford University



Social Sciences Division

Anthropology and Museum Ethnography, School of American Institute, Rothermere
Archaeology, School of
Business School, Saïd
Economics, Department of
Education, Department of
Geography and the Environment, School of
Government, Blavatnik School of
Interdisciplinary Area Studies, School of
International Development, Department of
Internet Institute, Oxford
Law, Faculty of
Oxford Martin School
Politics and International Relations, Department of
Social Policy and Intervention, Department of
Sociology, Department of

Humanities Division

Art, Ruskin School of
Classics, Faculty of
English Language and Literature, Faculty of
History, Faculty of
History of Art department
Linguistics, Philology & Phonetics, Faculty of
Medieval and Modern Languages, Faculty of
Music, Faculty of
Oriental Studies, Faculty of
Philosophy, Faculty of
Theology and Religion, Faculty of
TORCH | The Oxford Research Centre in the
Humanities
Voltaire Foundation



WE'RE A

SOCiAL

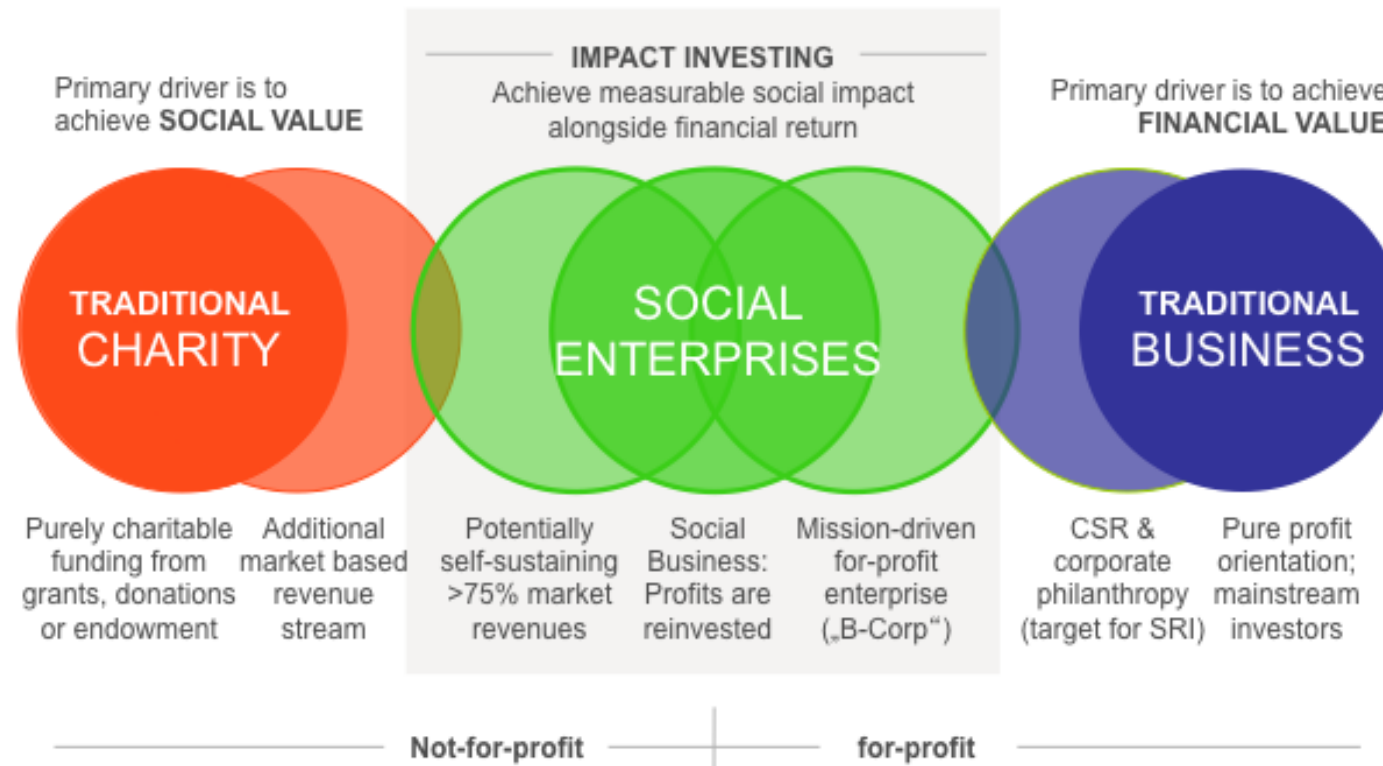
ENTERPRISE

BUSINESS WHERE SOCIETY PROFITS

Social Enterprises. Where they sit.



The business model spectrum revisited



Source: Adapted from J. Kingston Venturesome, CAF Venturesome, and EVPA.

What is a social enterprise?

PS: this is our definition



- A social enterprise is a **business** that applies commercial strategies to maximize improvements in **financial, cultural, social and environmental well-being**—this may include maximizing social impact alongside profits for external shareholders.
- Specifically, this purpose is enshrined in a clause (5.2) in the Articles of Association (or Bylaws) of the **business** where each of the Founders and University/OUI has the power of veto over changing it.
 - In practice, University/OUI should not agree to changing the purpose unless the Founders are completely comfortable with it.
- **It is not:**
 - A **charity**
 - Something that **won't make any money**.
- It might however:
 - Be a “not for profit”
 - Return money to the Department to do more research
 - Not “make enough money” for mainstream VCs to be interested in it.



Social Enterprises in Developing Nations

Example: <https://sophiaoxford.org/>



OPHI
Oxford Poverty & Human
Development Initiative

WHAT IS MULTIDIMENSIONAL POVERTY?

The Oxford Poverty & Human Development Initiative (OPHI) of University of Oxford, has developed a methodology for measuring multidimensional poverty commonly known as the MPI methodology.

Traditionally countries have defined poverty as a lack of money. Yet poor people themselves consider their experience of poverty much more broadly. A person who is poor can suffer from multiple deprivations at the same time. Focusing on one factor alone, such as income, is not enough to capture the true reality of poverty. Multidimensional poverty measures can be used to create a more comprehensive picture. They reveal who is poor and how they are poor.

LEARN MORE →



Sabina Alkire
Director, OPHI

International Development



So what are we selling here?



- OPHI and Asociación Horizonte Positivo had worked with Costa Rican government on a multi-dimensional poverty index (MPI).
- The biggest bank in Costa Rica wanted to assess whether it was forcing its own workforce into poverty.
- They developed the Business MPI to measure it – the resultant consultancy encouraged the board of directors to put together a hardship fund for those in poverty, paid out of their own salaries.



No really, what are we selling here?



- On the back of the pilot with BAC, OPHI and HP+ launched the bMPI last month.
- HP+ was exclusively licensed to deliver a consultancy and accreditation service on the back of a trademark.



- 20 were expected to sign up. They got 80.



This is going global



Agenda: High-Level Side Event at the 72nd United Nations General Assembly

Using the Multidimensional Poverty Index to Track Progress in the SDGs

19 September 2017, 11am-1pm, CR 2, UN HQ, New York

Reflections by Eminent Speakers

- H.E. Juan Orlando Hernández, *President of Honduras*
- H.E. Dabo Tshering Tobgay, *Prime Minister of Bhutan*
- H.E. Juan Manuel Santos, *President of Colombia (by video)*
- H.E. Enrique Peña Nieto, *President of Mexico (by video)*
- H.E. Ana-Helena Chacón, *Vice-President of Costa Rica*
- H.E. Isabel de Saint Malo de Alvarado, *Vice-President of Panama*

Ministerial Discussion

- H.E. Jeff Radebe, *Minister in the Presidency for Planning, Monitoring and Evaluation, South Africa*
- H.E. Ghada Waly, *Minister of Social Solidarity, Egypt*
- H.E. Adoracion M. Navarro, *Undersecretary, National Economic Development Authority, Philippines*
- H.E. Shamsul Alam, *Senior Secretary, General Economics Division, Bangladesh Planning Commission*

Leaders in International Institutions

- Achim Steiner, *Administrator, UNDP*
- Ángel Gurría, *Secretary-General, OECD*
- Thomas Gass, *Assistant Secretary General for Policy Coordination and Inter-Agency Affairs, United Nations*
- Ahmed Aboul Gheit, *Secretary-General, League of Arab States*
- Mohamed Ali Alhakim, *Executive Secretary, UN-ESCAP*
- Carin Jämtin, *Director General, Sida*
- Laurence Christian Chandy, *Director of Data, Research and Policy, UNICEF*
- Carolina Sanchez-Paramo, *Senior Director for Poverty and Equity Global Practice, World Bank*

Closing Remarks

Dr. Sabina Alkire, Moderator and Director of OPHI, University of Oxford

Confirmed Agenda as of 7:30pm, BST, 14 September 2017



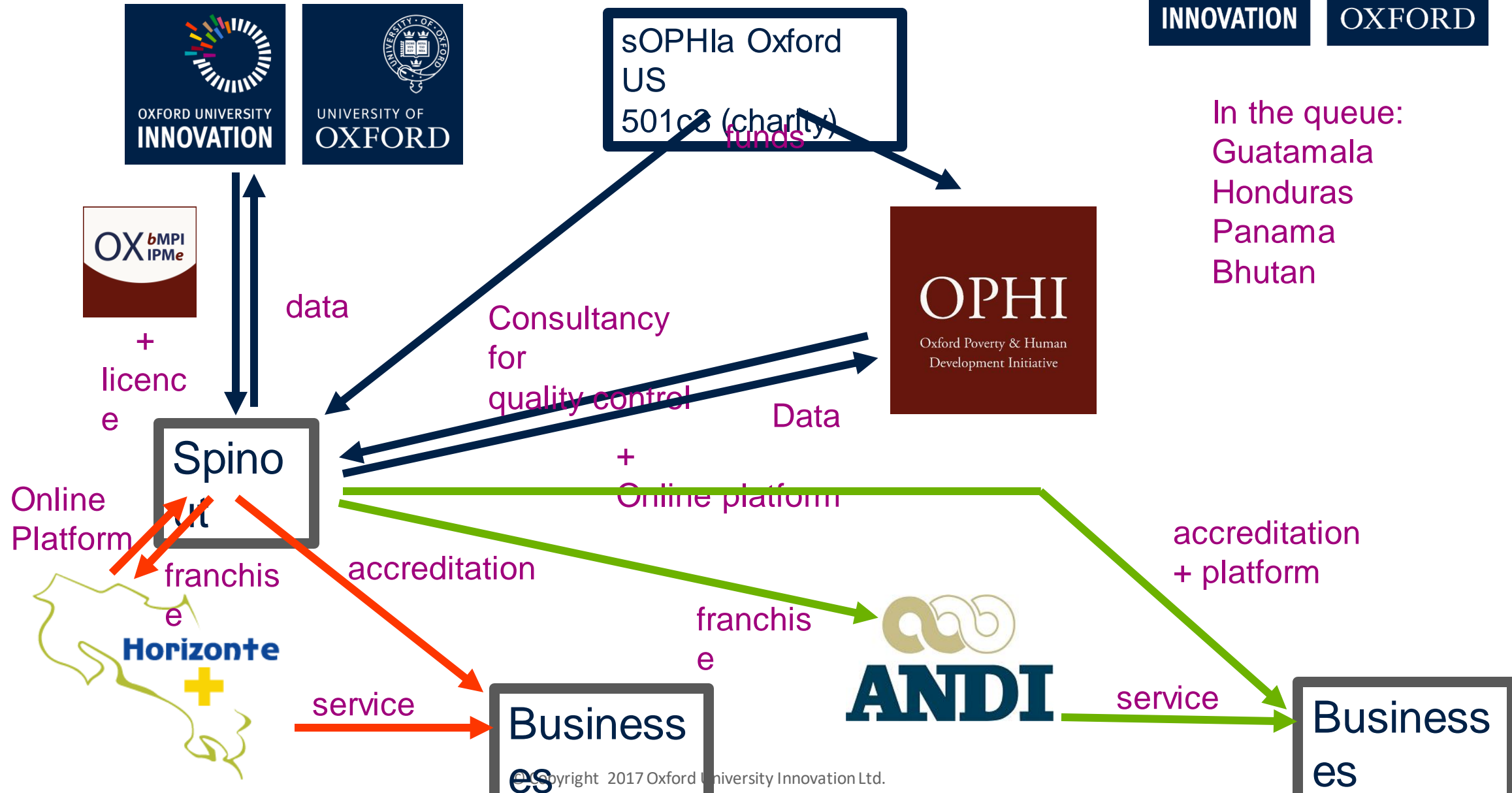
Social Enterprise #1: sOPHia Oxford UK



- Lean spinout
 - spin out a company that doesn't need investment for the cost of filing a patent.
- Social enterprise spinouts.
 - Company Limited by Guarantee.
 - Funded through loans and donations.
 - Will take advantage of tax reliefs for social impact work.
- Service/franchise agreements
 - Research-backed methodology that is proven to work, published and recognised by the field.
 - Franchise the spinout/company to deliver the methodology on your behalf. Trademarked methodology.
 - Charge for quality control. Withdraw the franchise if corners are being cut. This PROTECTS the methodology.



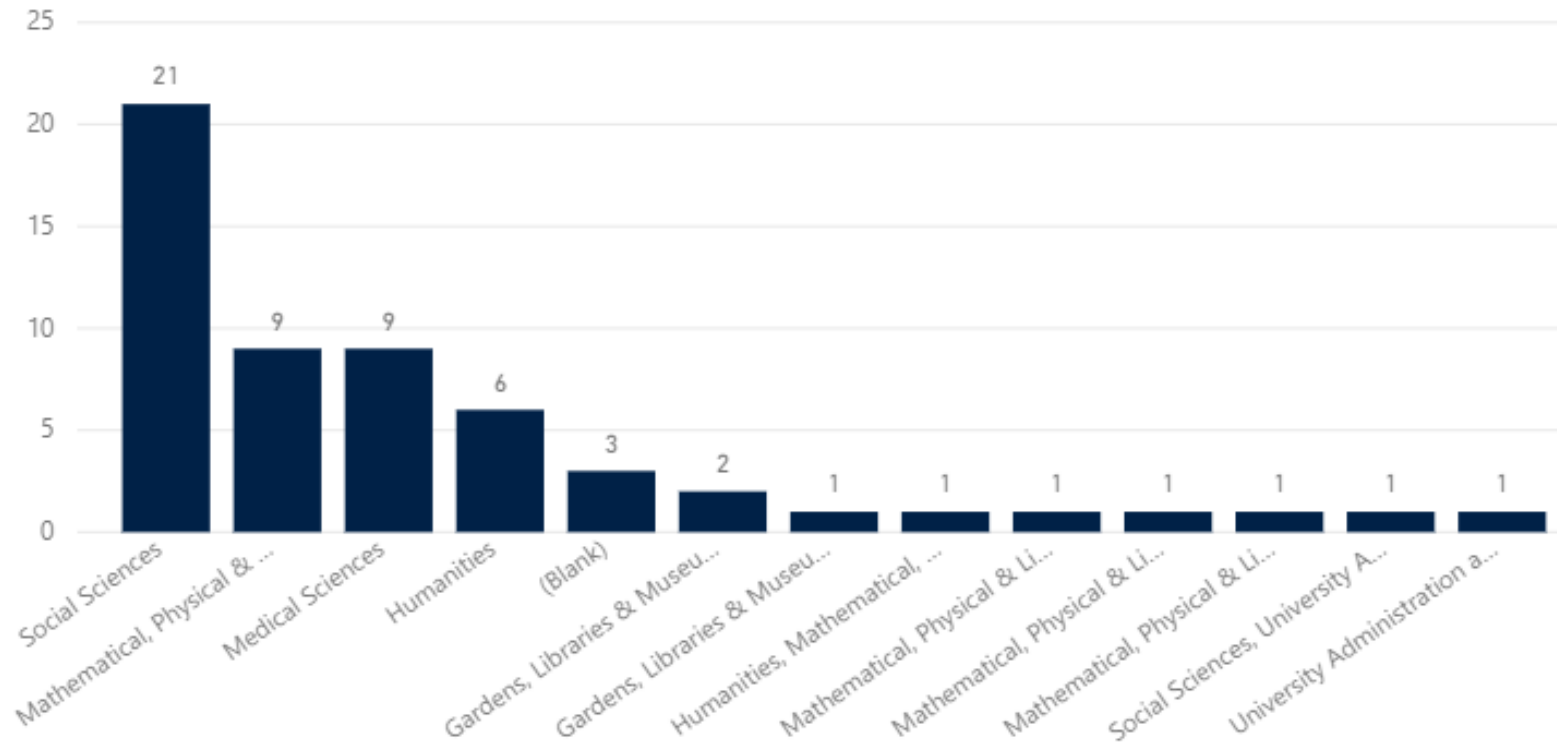
The structure



What is now happening in Oxford



Count of Project Number by Divisions



- 57 projects now in the pipeline
- Half from SSHA
- Requires translational funding to support the pipeline.
- Translational funding required for SSHA generally less than for STEM
- Investment required generally less than patenting.



The Impact of Social Sciences and Humanities on Society

17-18 October 2019, Washington DC

Facilitating & supporting entrepreneurship

Christoph Köller

Managing Partner, Görgen & Köller GmbH, Germany

Stimulating impact of SSH: How to enable entrepreneurship

Some approaches in Europe

**2019 AESIS Conference: The Impact of Social Sciences & Humanities on Society
National Museum of The American Indian – Washington DC, USA, October 18th, 2019**

Christoph Köller (G&K/HuMLab, Special Advisor SSH KE at ASTP)

What are we talking about?

SSHA



What are we talking about?

_ *SSHA*

**_ understanding of humans,
human behavior and relations**

Linguistics
History
Economics
Regional Studies
Sports
Theology
Philosophy
Law
Cultural Studies
Political Sciences
Psychology
Art Sciences
Library Sciences
Communication Studies
Social Sciences
Visual Arts
Musicology

Why are we talking about it?

What they told us



SSHA academics



universities



society

Inspiration for
research

Serving third
mission

Enhancing
innovativeness

Addressing
scientific curiosity

Exploiting
interdisciplinarity

Increasing quality
of life

Network

Increasing societal
impact

Addressing SDGs

...

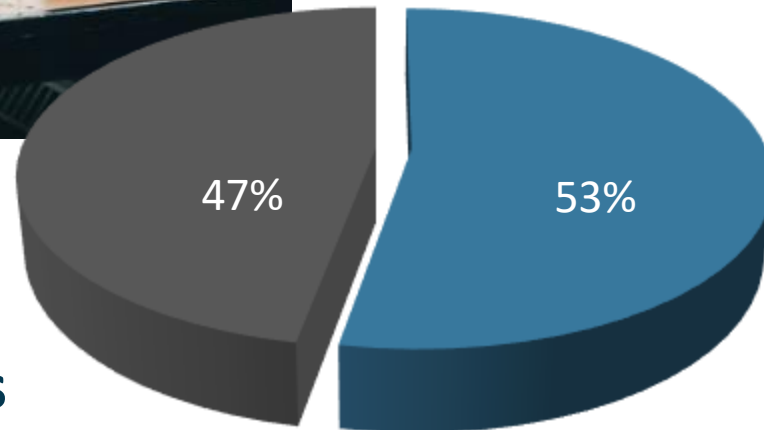
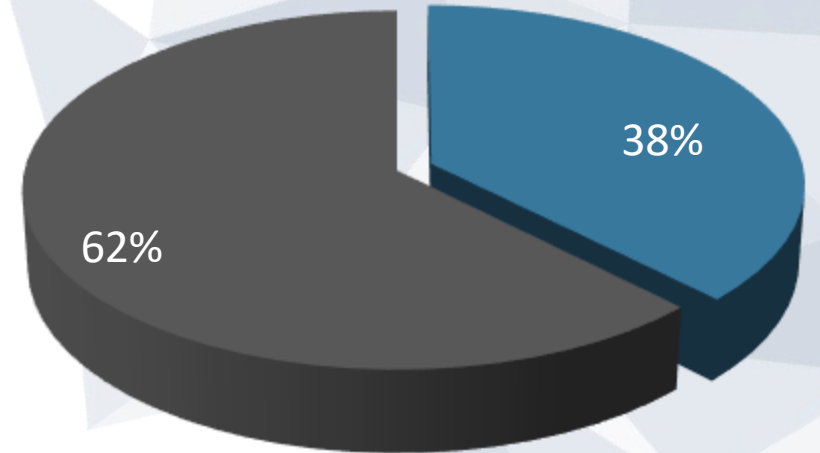
...

...

Perspectives on SSHA in Germany



| Academic Personnel



| Students in HEIs

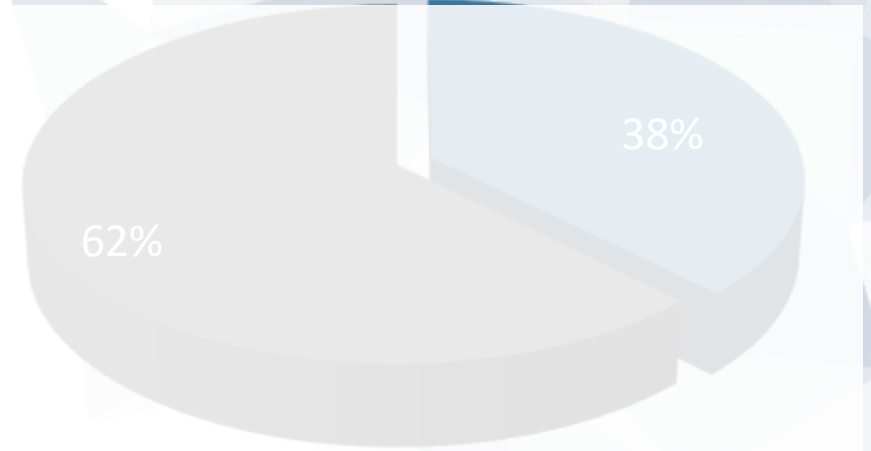
■ SSHA ■ STEM



Perspectives on SSHA in Germany

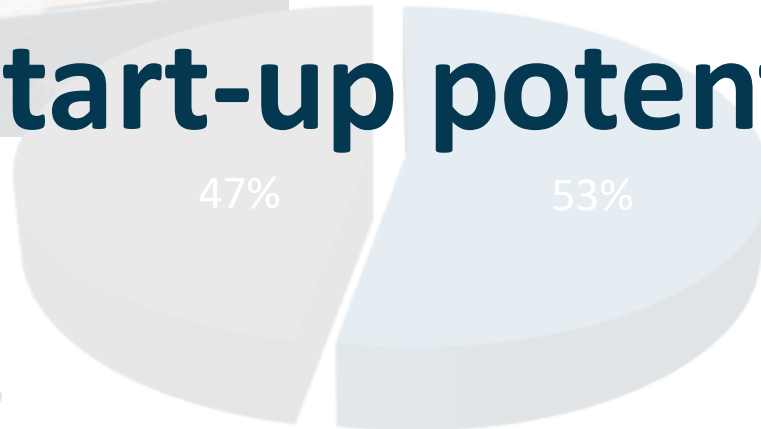


| Academic Personnel



_ Start-up potential existing ...

| Students in HEIs

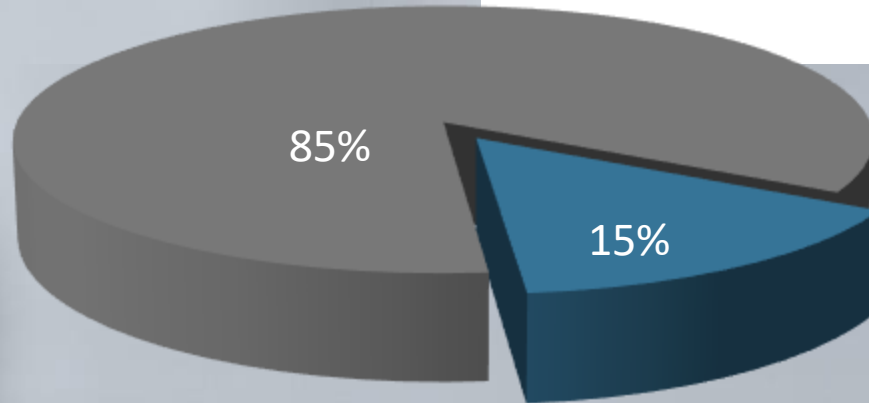


■ SSHA ■ STEM



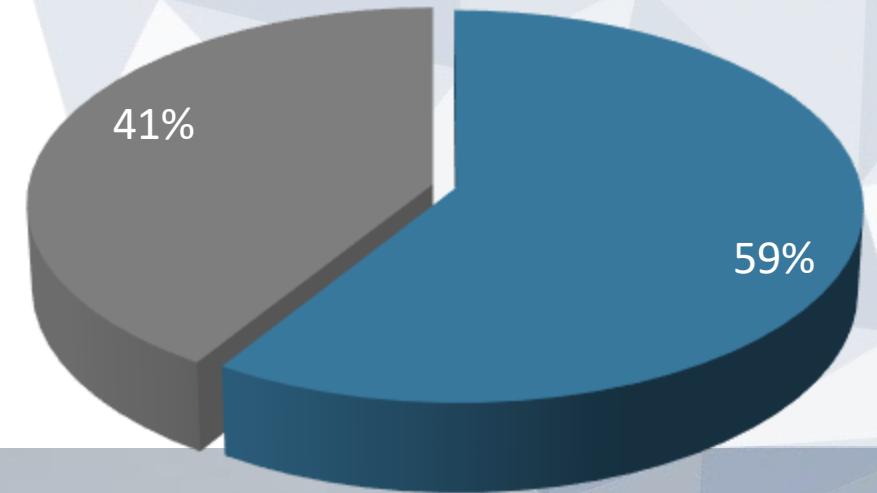
... and not to forget:

| Gender of founders in Germany



and ...

| Gender of SSHA Students in Germany



■ Female

■ Male



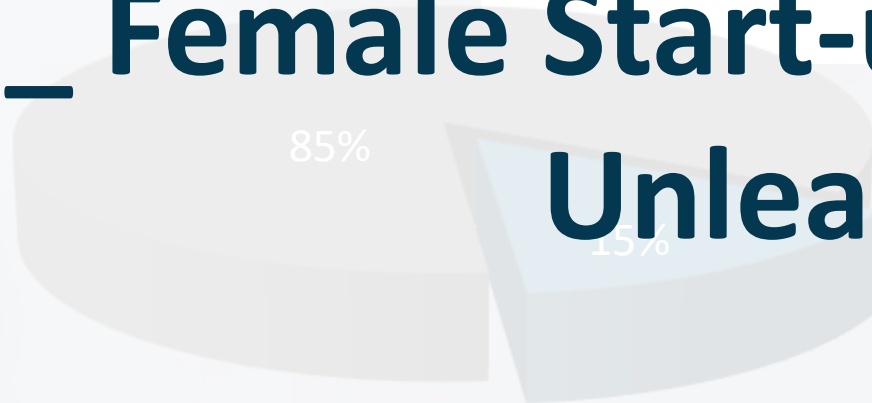
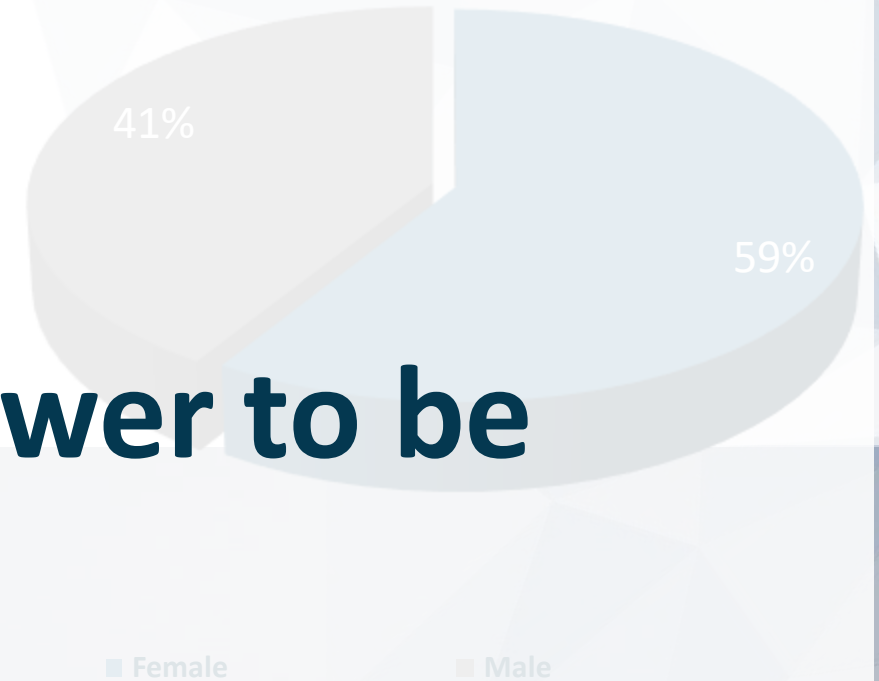
... and not to forget:

| Gender of SSHA Students
in Germany

| Gender of founders in Germany

and ...

**Female Start-up Power to be
Unleashed.**



SSHA Start-ups are existing...



SSHA academics told us that they need to be kissed awake.

What must the Prince bring along?



The tasks of the prince.



What must
the Prince
bring along?

Enabling students and academics.



Valorisation guide for SSH researcher by IXA, Amsterdam, the Netherlands



Program

- ▶ February / March Explore program
- ▶ April Bootcamp
- ▶ April - July Acceleration program (tbd)
- ▶ April- December Coaching
- ▶ January- June Inspiration sessions for employees

Excellence Startup Centers, Germany.

_ awareness

_ qualification



**ACADEMICS
AWARENESS
RAISING**



**SCOUTING &
IDEATION**



SCOUTING & CAPACITY BUILDING



STARTUPS

Provide opportunities to meet with target groups!

Salon d'innovatives SHS, CVT Athéna, CNRS, France



Turn TT into business development.

Methodology

Serendipity **,kri: ,ei'tivəti**

Role Understanding!



Knowledge Exchange in the Social Sciences Humanities and Arts

Cambridge, England

9-11 December 2019



Tailor-made On-site Training for Knowledge Transfer Professionals

Connecting the Knowledge among KTOs.



ASTP
A World of
Knowledge
Transfer



Change the supporting infrastructure.



Job enrichment of existing TTOs („from TTO to KTO“)



Specific staff for/from SSHA



SSHA knowledge transfer labs



„... partnerships ... co-creation ... a physical home ...“



Social Science Research Park,
Cardiff

Humanities Lab AVS,
Amsterdam

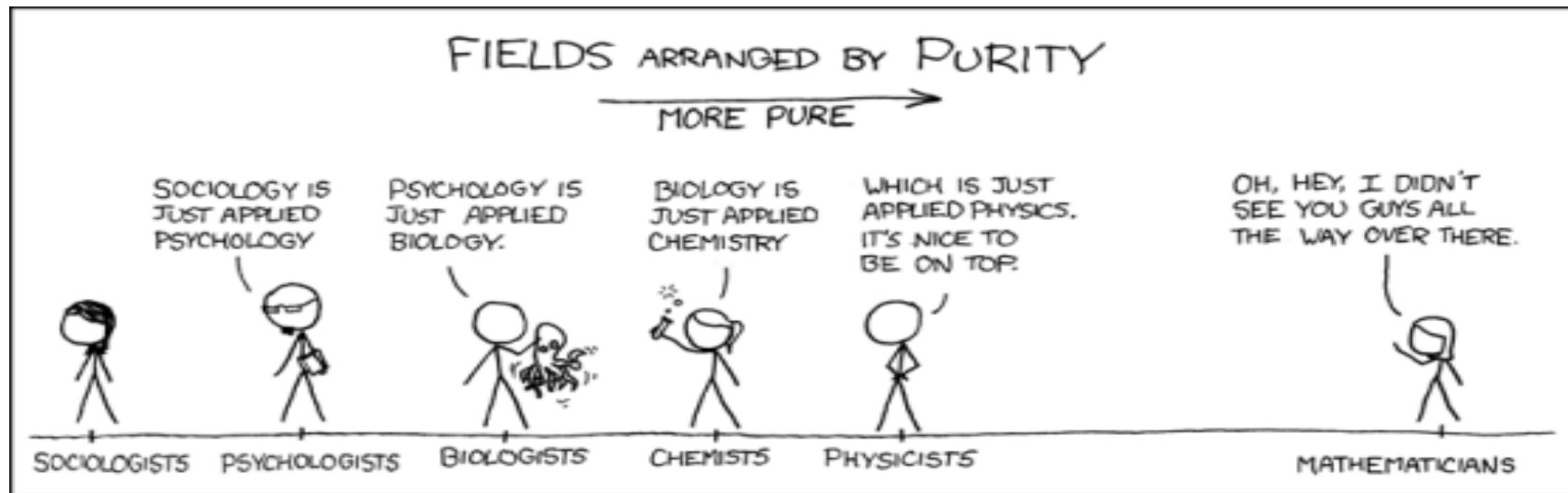


University of Barcelona Social
Sciences and Humanities Park

Meeting specific needs.



Thank you very much for your attention!



“Hey SSH-folks, go out, get your hands dirty and leave your comfort zone!”

Dr. Christoph Köller
Görgen & Köller GmbH

Luxemburger Str. 79-83
D-50354 Hürth
Phone +49 2233-9959-0
Mobile: (+49) 171 4761544
Fax: +49 2233-9959-11
E-Mail: c.koeller@gk-mb.com



The Impact of Social Sciences and Humanities on Society

17-18 October 2019, Washington DC

Facilitating & supporting entrepreneurship

Panel discussion and Q&A

Marc Sedam (Chair)

Christoph Köller

Mark Mann



The Impact of Social Sciences and Humanities on Society

17-18 October 2019, Washington DC

Up Next

12.45-1.45pm Lunch

Mitsitam Cafe

1.45-3.30pm Plenary closing

Rasmuson Theater