

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

14-16 October 2020, Ottawa

12.30 – 13.45pm

## Roundtable: Enhancing Impact through Intermediary Organisations

*Peter Severinson - Mitacs*

*Chris Fellingham – Oxford University Innovation*



# What do I do?

- Spin out companies from Humanities and Social Sciences
- Social Ventures
- Director of the ARC Accelerator
- Find investors and business mentors to support the above

# Case study: sOPHIa

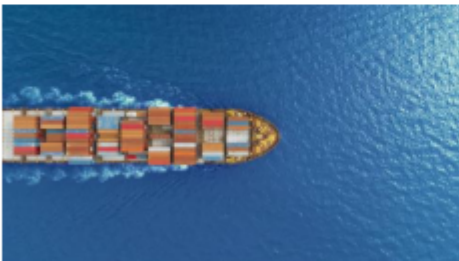
- Created in Department of International Development
- Based on econometrics framework for measuring types of poverty
- Helps businesses and governments measure poverty
- Raises money via accreditation, consulting and data



# Emerging pipeline

## Trade Policy Hub

Providing multidisciplinary research and consulting services on trade to Governments, Financial Institutions and Businesses



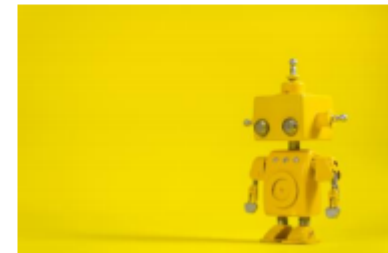
## Childcare Cost Calculator

A research based platform that enables local authorities to manage the needs, cost and outcomes of looked after children



## Pepe, the Social Robot

Using a social robot to nudge people to wash their hands. By creating a 'person' it nudges behaviour to handwashing. For use in schools (developing economies) and healthcare settings



# How can a technology transfer office help?

- **Ideate** - Safe space for ideas to be generated e.g. competitions and hackathon
- **Support** - Staff and/or mentors - to develop early idea and provide guidance on market validation and business model and identify the IP
- **Finance** - £5k minimum ( to help setup company and run it for a year) to find its feet, more if software is required