

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

14-16 October 2020, Ottawa

12.30 – 13.45pm

## Innovation & Entrepreneurship

*Johannes Dyring (Chair) – Ryerson University*

*Chris Fellingham – Oxford University Innovation*

*Larissa Best – Equilibre*

# Innovation & Entrepreneurship in SSH

AESIS  
Impact of Social Sciences  
and Humanities  
16 October 2020

Dr. Johannes Dyring  
AVP Business Development  
& Strategic Initiatives  
Ryerson University



# Introducing the panel

## Larissa Best

Managing Director, Equilibre, Luxembourg  
Entrepreneur ♦ Business Angel ♦ Advisor ♦ Lecturer  
Diversity, Equality & Inclusion



## Chris Fellingham

Licensing & Venture Manager SSH, Oxford Innovation, UK  
Entrepreneur ♦ Analyst ♦ Market Researcher  
Edtech, Public Sector, CleanTech, Digital, Communications



## Joh Dyring

AVP Business Development, Ryerson University, Canada  
Founder ♦ CEO ♦ Early Stage Ventures & Investments  
Innovation, Commercialization & Impact



# Introduction

Education &  
Research

Academy &  
Technology  
Transfer

Growth &  
Capital

Entrepreneurship



**30,000 ft**

Geo-political  
developments

Macro-economic  
environment

Paradigm  
shifting  
technologies

Behavioral  
economics &  
homo econ.

Pandemic  
crisis

# Innovation

**New products, services,  
business processes or other development  
that generate  
sustainable growth and social welfare.**

The Economist\*



# SSH innovation example

- LivingWorks

The world leader in suicide prevention training solutions.

TRAINER ORDERS SIGN IN

LIVINGWORKS

CONTACT US FIND SAFETY

Saving Lives from Suicide COVID-19 Our Trainings About Training for Organizations Resources Blog [Purchase Training](#)

LivingWorks Start

## Learn life-saving skills anytime, anywhere

In just 90 minutes online, LivingWorks Start teaches trainees to recognize when someone is thinking about suicide and connect them to help and support. During COVID-19, we're offering LivingWorks Start at a reduced price and donating a portion of the proceeds to relief efforts.

Click below to purchase LivingWorks Start. We'll build your profile in our learning software system, then you can begin your training right away—or come back to it when you're ready.

If you have questions or want to bring this training to your team or organization, we're here to help—just email [start@livingworks.net](mailto:start@livingworks.net).

# SSH innovation example

- NAHC

## Nature Assisted Health Care

Scientifically derived and carefully implemented rehabilitation techniques for individuals suffering from different (stress-related) diseases such as burnout.



Sveriges lantbruksuniversitet  
Swedish University of Agricultural Sciences

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## About the Alnarp Rehabilitation Garden

LAST CHANGED: 16 OCTOBER 2019

**Research at SLU Alnarp has made the campus one of the leading environments within nature-based interventions. The Alnarp Rehabilitation Garden is a Living Lab.**



In 2001 the Alnarp Rehabilitation Garden was designed and built in a corner of the university campus. The aim was to develop a new kind of therapy that combined the use of restorative natural areas, with horticultural therapy and traditional occupational therapy, physiotherapy and psychotherapy and create a garden design that merged theories on horticultural therapy with restorative environments. It was hypothesized that this garden environment, with its combination of possibilities for experiences and the different activities conducted within the therapy would be able to help people restore from stress and promote health

*(Excerpt from Tenngart Ivarsson, C. 2011. On the Use and Experience of a Health Garden.)*

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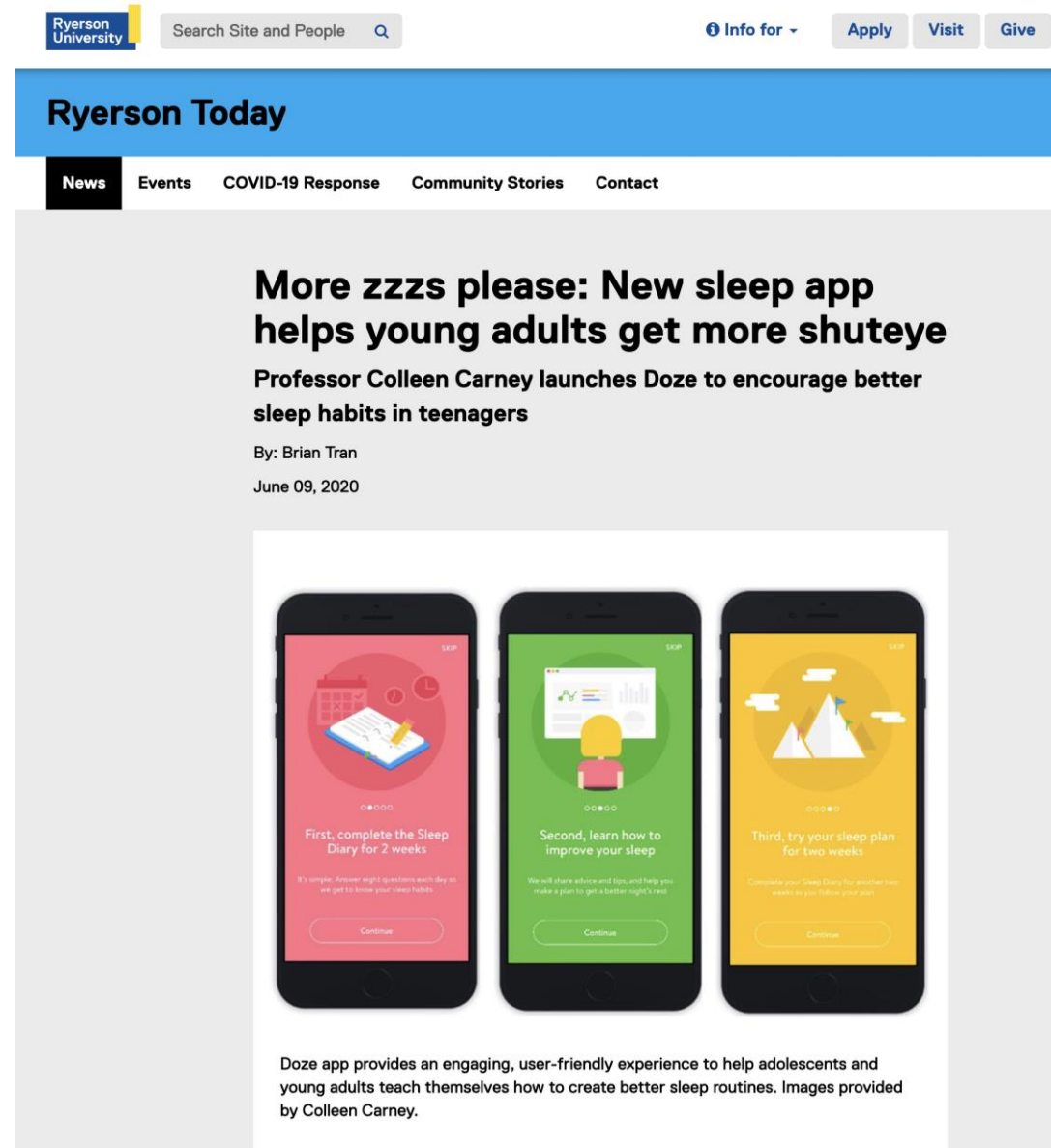
Source: SLU; Anna Bengtsson



# SSH Innovation Example

- Doze

App that helps adolescents and young adults teach themselves how to create better sleep routines.



The screenshot shows a news article on the Ryerson University website. The article title is "More zzzs please: New sleep app helps young adults get more shuteye". The sub-headline is "Professor Colleen Carney launches Doze to encourage better sleep habits in teenagers". The author is Brian Tran and the date is June 09, 2020. Below the text are three smartphone screens displaying the app's onboarding process. The first screen is pink and says "First, complete the Sleep Diary for 2 weeks". The second screen is green and says "Second, learn how to improve your sleep". The third screen is yellow and says "Third, try your sleep plan for two weeks".

Ryerson University Search Site and People Info for - Apply Visit Give

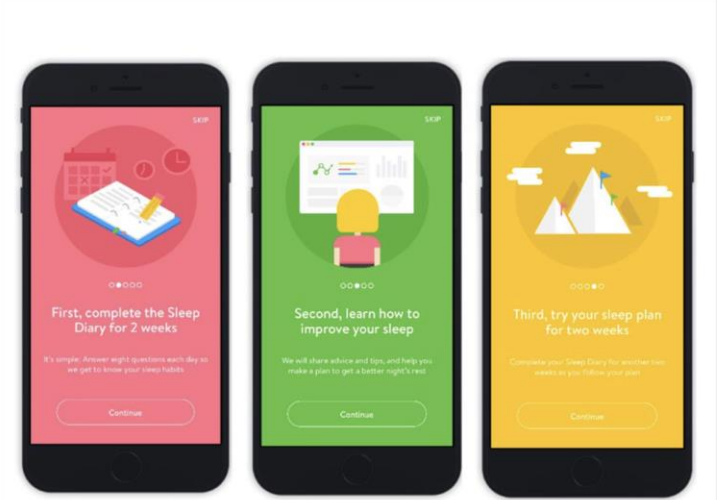
## Ryerson Today

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### More zzzs please: New sleep app helps young adults get more shuteye

Professor Colleen Carney launches Doze to encourage better sleep habits in teenagers

By: Brian Tran  
June 09, 2020



First, complete the Sleep Diary for 2 weeks  
It's simple. Answer eight questions each day so we get to know your sleep habits.

Second, learn how to improve your sleep  
We will share advice and tips, and help you make a plan to get a better night's rest.

Third, try your sleep plan for two weeks  
Complete your Sleep Diary for another two weeks so you follow your plan.

Doze app provides an engaging, user-friendly experience to help adolescents and young adults teach themselves how to create better sleep routines. Images provided by Colleen Carney.

**”Since there is no limit to the ways  
we can become more useful to each other,  
and no limit to the accumulation of human knowledge,  
there is no limit to growth.”**

**Megachange: The World in 2050, The Economist**



# 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

# Macro environment

- REF – 25% of research score is on impact
- Perception of UKHE as good at research poor at capitalising on it
- Dominic Cummings
- ‘Why don’t we give all research money to STEM’

# Social Science spinout pipeline

Professional  
Services



Healthcare



Social Care



Education



Youth Services



International  
Development



Creative  
Industry &  
Gaming



Politics, Policy  
& Public Affairs



Universities



Financial  
Sector



# Case Studies

**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



**Smart Handpumps**  
Combination of Geography  
and Engineering. Handpump  
has early detection system for  
disrepair and a mobile crew  
fix it saving villagers times  
and fewer days off school





# Toolkit for change

## 1. Policy

Work out university position on equity, licensing of IP and attitude to spin-outs

## 2. Space and culture change

Innovation competition, ambassadors, speakers, hackathons

Department buy-in and open to all but focus on PhD / ECRs

## 3. Support & mentoring

Technology Transfer manager to guide through University system and provide business mentoring and support on entrepreneurial journey

## 4. Minimal Funding

~£5k per spinout

## 5. Networks

Build up networks across government, third sector, private sector and investors

Alumni networks

Market validation and further funding