

Welcome everyone

► **By Professor Julia Black**

President of the British Academy, Strategic Director of Innovation at the LSE and Chair of the ASPECT Steering Group

I am delighted to welcome you to reSHAPE 2023 for our second year of showcasing the fantastic world of SHAPE ventures. SHAPE is a collective name for the Social sciences, Humanities and the Arts for People and the Economy/Environment. It was developed as a tool to tell the story of these subjects and their impact; the way in which they help us make sense of the world, to value and understand life and culture, but importantly to be part of the solution for the global challenges we face.

21st century challenges, from climate change to health to education are complex and difficult, and SHAPE will be at the heart of understanding and solving these problems; at a policy level, at a skills level and sometimes directly by building ventures based on SHAPE research to test new markets and find new sustainable and relevant solutions.

That is why the British Academy, ASPECT and the Royal Society for the Encouragement of Arts, Manufactures and Commerce (RSA) alongside many others are supporting this movement, embodied here at reSHAPE with a shared excitement for the emerging ventures coming from SHAPE research at universities in the UK and beyond. Together we are helping raise awareness of these ventures, to support them, to grow the ecosystem system that surrounds them, and encourage the further development of socially responsible innovation. Today's happening draws in a brilliant array of people from a wide variety of organisations, and we hope you share our enthusiasm for this showcase and enjoy the day.

The State of SHAPE Ventures

Exploring a new edge in investing: SHAPE ventures

SHAPE Ventures as an engine of policy innovation

Excluding the social sciences, arts and humanities from reporting downplays their importance to research, development and innovation

Navigating the Dual Realms: Research Commercialisation and Valorisation reSHAPE(d)

Around reSHAPE: Embracing the Future Through Multidisciplinary Education: A Clarion Call to Entrepreneurs

A brief prologue to this year's reSHAPE

By Chris Fellingham

Co-Founder and Director of the ARC Accelerator

and Sean Farran

Head of Communications, Advocacy and Stakeholder Engagement at ASPECT

It is wonderful to welcome you all back to reSHAPE 2023, our second and still the world's first and only showcase for SHAPE ventures. When we had the idea for reSHAPE last year, we thought of it as a testbed to experiment and see if there was an appetite for this type of happening (no, no we are not a conference). There has been a growing community of researcher-entrepreneurs from universities in this space, but we didn't know if there was any broader interest. We were thrilled to see that there was! The energy and excitement last year blew us away, and we knew we had to run reSHAPE again.

If last year's event was trying to answer the question 'What are SHAPE ventures?' This year's question is 'What do they do?'. We've got a brilliant array of panels, roundtables and fireside chats to showcase the breadth of areas SHAPE ventures address from improving civil society and governance, health and wellbeing, education, international development and the arts. This supports our central thesis – that SHAPE ventures will cover virtually every aspect of society and the economy and will be integral to how society, economy and government thinks about and tackles challenges in the 21st century. We are excited about the future of SHAPE ventures and we hope you are too. Our advice today is to attend as many sessions as possible, chat to as many people as possible, and most importantly enjoy yourself – this is a rapidly moving space, and you are the changemakers within in it.

The State of SHAPE Ventures (part 1)

By Chris Fellingham

Co-Founder and Director of the ARC Accelerator

This article will lay out what the state of SHAPE ventures in the UK are – how many and later in this newspaper we will look at where they are coming from, which sectors they are targeting, the type of ventures etc. My hope is that by collating such data we – by which I mean everyone involved in the SHAPE ventures ecosystem (researchers, universities, government, investors etc) will be able to better support the ventures emerging. I also hope it gives everyone a better sense of what SHAPE ventures are and can be.

The data for this comes from an especially nerdy project of mine, which is that every SHAPE venture I've encountered (including those that are not spun out) I've made a note of, resulting in an anecdotal database of 100+ SHAPE projects. This is absolutely incomplete however through my time at Oxford University Innovation and now the [ARC Accelerator](#), I have a reasonable indication of the most research intensive universities' pipelines.

Some important details on the data:

- SHAPE ventures** – I defined them as ventures whose product or service is directly based on research. That means academics consulting on the side for their own company aren't included;
- Trading arms** – Some projects are trading within the university as *de facto* ventures - there are only a handful I'm aware of but if they met the criteria above then I've tended to include them (especially as some intend to incorporate);
- Arts and interdisciplinary edge cases** – Probably the biggest weakness in the dataset – in terms of (1) I'm less familiar with those universities pipeline and (2) There is more crossover with other fields e.g. Industrial design in medical technology – STEM, Arts, (Both?);
- This data only covers ~100 SHAPE ventures, it's tiny, not statistically significant blah blah but to my knowledge it's all there is.

All of which is to say the data and the rest of this article are indicative rather than definitive. Anyway - enough disclaimers - What does it tell us?

How many SHAPE Ventures are there in the UK?

My best guess is there are around 50 actively trading incorporated ventures in the UK with at least 100 possibly 150 in the UK University pipeline.

From attending international conferences and speaking with other universities, I'm very confident the UK is leading - at least at a policy and ecosystem level. The [ESRC/AHRC SHAPE Catalyst](#) really is the only SHAPE accelerator in the world and most universities in the UK are looking at supporting SHAPE spinouts - something that was not on their radar 6-7 years ago.

Furthermore, SHAPE ventures aren't really on the radar of the major US universities (although that's changing) and I'd say the countries keenest on this are Belgium, Netherlands, Canada and Australia. However I suspect the US, given the size, and quantity of its university sector, may have 50+ such ventures without making any particular effort to do so.

Where are they coming from? S, H or A?

Let's take the macro look first- SHAPE covers the social sciences, Humanities and Arts. In the database, social science is ~70%, humanities 20% and Arts 10% (with the big caveat on Arts).

Initially this confirmed my suspicions, while at Oxford I felt social sciences were more likely to see commercialisation given the subject areas tended to be more applied, intersect with government, business and third sector more readily than say Humanities. However, when you look at HESA employment statistics, social scientists make up around 70% of UK SHAPE researchers, vs ~20% Humanities and you guessed it 10% for Arts. The numbers track very well, which means on the current data - an Arts or Humanities researcher is as likely to setup a venture as a social scientist.

What about subject areas within disciplines?

- Within social science - International Development, Geography, Education, Public Health, Psychology and Sociology** – These areas often have very applied fields, often involve working with private, third sector or government for research so it's unsurprising there is commercial value. Examples include: Education includes Edtech, Psychology (improving hiring), Geography (Climate Change start-ups), Sociology (Fake news detection and strategy) and Public Health (e.g. intervention based);
- Within humanities** – History and Language, Music are the standouts - History start-ups have tended towards Culture, Heritage and tourism e.g. consumer apps for tourists to learn about heritage, Language often focuses on improved methods in language learning;
- Arts** – Music and Creative industry (Film, TV and Gaming) are the standout areas. Music includes social enterprises that used music to tackle social problems, Apps and consultancy services to improve TV and film production and Gaming is the most nascent has multiple applications across entertainment, philanthropic and educational.

Concluding thoughts

The second article in this series is arguably the juicier focusing as it does on the venture types and the sectors SHAPE ventures are going into. However, both are important; if ventures are a pipeline then where they are coming from is a critical first question for universities looking to support researchers on that journey. While many if not most universities have a sense of where science ventures can emerge from, it may be they are starting from scratch for SHAPE. Hopefully getting a sense of the breadth and examples of ventures outlined here will provide some illumination. Most importantly we can kibosh the idea that some SHAPE subjects are not suited to it, indeed, the opposite is true.

As a final thought, there is a broad spread across subjects and that will translate into a broad set of sectors. That will mean support structures at universities and nationally - tech transfer outreach and expertise, accelerators etc probably have to be generalist, which is a little harder but the flip side is there are few parts of society or the economy that won't have SHAPE ventures operating in.

Exploring a new edge in investing: SHAPE ventures

By **Rishi Khosla**

CEO and Co-Founder of OakNorth – the bank for entrepreneurs, by entrepreneurs

As a fintech founder, STEM (science, technology, engineering, and maths) is in my DNA. However, a few years ago I was introduced to social science's version of STEM: SHAPE (Social Sciences, Humanities and the Arts for People and the Economy/Environment). SHAPE ventures leverage university research from these disciplines to help drive the creation of new products or services. SHAPE ventures prioritise positive social impact as a key performance indicator, and today about 60% of SHAPE ventures are 'social ventures', meaning a formal agreement or contract to solve social problems or effect social change. Essentially, they are incorporating business skills to solve social or societal problems.

As an investor in businesses (personally) and a lender to businesses (through OakNorth), there are several components of SHAPE ventures that are interesting to me:

- **Social purpose:** As an entrepreneur, I've always taken the view that a business needs to make money, but a strong social purpose is also key. In other words, profits and purpose aren't mutually exclusive. At OakNorth for example, our mission is to serve and empower established small-to-medium sized businesses (SMEs) that are seeking to scale but are routinely underserved or overlooked by traditional banks - what we call the 'Missing Middle'. These businesses create jobs, boost productivity, drive innovation, and help increase GDP. As proof, we know that the c.£10B we've lent to businesses since we launched in September 2015 has directly supported the creation of 29,000 new homes and 40,000 new jobs. Last year, we made over £152m pre-tax profit. So, we have been driven by a strong social purpose since day one and it has been central to our success to date.

To reinforce the positive impact Missing Middle businesses have on communities and the economy, we donate 1% of our group profits to supporting charitable causes and socially minded enterprises around the world. One of the projects we're particularly proud of as part of this is our Mentorpreneurship Programme in partnership with the London School of Economics' accelerator, LSE Generate. Launched in 2021, the Programme supports the development of socially minded businesses and inspires entrepreneurial thinking by focusing on the fundamental role of mentorship. As the LSE is an institution focused on the social sciences, clearly many of the businesses coming out of the Programme are focused on SHAPE ventures, but as LJ Silverman, Head of LSE Generate puts it, "STEM and SHAPE are not in competition with each other, they can co-exist." After all, OakNorth is a STEM business, not a SHAPE business - as we're not creating products or services primarily built on SHAPE research - but we have a strong social purpose just as many SHAPE ventures do.

- **Human-centric approach:** By embracing the humanities, SHAPE Ventures acknowledge the significance of human experiences, values, and cultures. This focus on the human element enriches products and services, creates deeper connections with consumers, and fosters brand loyalty.

- **Artistic innovation:** Artistic expression drives creativity, innovation, and aesthetic appeal, helping to develop unique products in competitive markets. In the age of AI, originality has never been so valuable.
- **Economic Value:** While the primary aim of SHAPE ventures extends beyond financial returns, they are not disconnected from economic value. These ventures can be economically viable, with the potential to generate sustainable revenue streams while also delivering meaningful societal contributions.
- **Holistic growth:** SHAPE Ventures promote holistic growth by acknowledging the interdependence of economic prosperity, social progress, and environmental sustainability. This interconnected approach yields more resilient and adaptable businesses.
- **Long-term sustainability:** Emphasising societal well-being and environmental stewardship ensures that ventures are aligned with long-term sustainability goals. This not only safeguards the future but also safeguards the reputation of businesses in an increasingly socially conscious consumer landscape.

Investing in the human experience and promoting positive social change can lead to a future where profitability coexists harmoniously with purpose and societal well-being.

SHAPE ventures are a testament to the evolving nature of investment philosophy. By acknowledging the intrinsic value of social sciences, humanities, and arts, these ventures present an opportunity to reshape economies and societies. Investing in the human experience and promoting positive social change can lead to a future where profitability coexists harmoniously with purpose and societal well-being. As SHAPE Ventures continue to gain momentum, they signal a promising shift towards a more inclusive, innovative, and meaningful investment landscape.

SHAPE Ventures as an engine of policy innovation

By **Frida Koslowski**

Head of Operations at the ARC Accelerator and Deputy Director of the ESRC/AHRC SHAPE Catalyst

and **Chris Fellingham**

Co-Founder and Director of the ARC Accelerator

Universities are complex institutions. Their highest calling is furthering human knowledge of the physical and social world, contributing to our shared corpus of understanding. Their pragmatic purpose is to solve problems in the real world, be they in society, the economy, health or education. In the UK, this is all loosely captured under the term impact. In short, how is humanity better off as a result of research on topic X?

Broadly, there are four areas for impact: Communication, where the research is disseminated widely, ideally to the public who can benefit from new understanding about something. Policy, where the research informs and ideally effects a policy outcome. Commercialisation, where a licence or venture (including social ventures and charities) is formed. Business engagement, such as effecting change with a business or organisation.

In recent times, STEM has focused particularly on communication and commercialisation, while social sciences, humanities and arts have leaned more into communication and policy. Business engagement has been used by both.

Why have SHAPE researchers historically focused more on policy, whereas STEM has made use of commercialisation? Suppose you are a medical scientist who discovers a new drug molecule for pain relief. To ensure people benefit from the new drug someone needs to produce it. Your options are to either produce it yourself (set up a venture) or sell it to someone with a factory (create a licence) and in both cases you have picked the commercialisation option. Now, suppose you are a social policy researcher looking at how to better protect vulnerable workers, such as those in the gig economy. You would probably rush to the Department for Business (in the UK) and push for changes to employment law or perhaps speak to Trade Unions and political parties to also support policy advocacy.

Although the difference is slightly stylised, the focus on policy over commercialisation in SHAPE has persisted and policy has been one of the main, if not the main, markers for impact from SHAPE research. This is logical if you can make a small change in government policy: given the power of the state and its reach over a country, even a small change has a huge impact, such as changing how vulnerable workers are protected under the law. Furthermore, commercialisation as a route was virtually unknown in SHAPE seven years ago and lots of areas that SHAPE research covers, for example, education, environment or health, are controlled by the state, making policy the logical and most powerful lever. In some cases, setting up a venture to solve a problem vs. changing policy could even be seen as dichotomous. When talking to Silicon Valley execs, Obama described the startup mentality as impossible from a policy point of view. You don't move fast and break things when there are vulnerable people on the receiving end.

This is beginning to change and SHAPE ventures are spearheading this, flipping a tension into something mutually reinforcing. Starting with the social policy example, there is a project called Fairwork, which looks at digital platforms like Uber and their effects on worker rights

and working conditions. Fairwork doesn't only highlight good and bad practices but has created league tables and rating systems to improve transparency and awareness of how gig economy platforms treat workers. In doing so, they nudge those platforms into better practices.

The Avoidable Deaths Network (ADN) takes a similar approach but this time in public health. The ADN focuses on reducing human deaths from natural hazards, naturally triggered technological hazards and human-made disasters. For example, avoidable deaths related to drowning, snakebites and sexual and reproductive health. By examining exactly

We are entering a new era of bottom-up policy innovation and SHAPE research will be at the heart of it.

where problems occur, it zeros in on interventions and then pilots them. The network has worked directly with aid organisations and local government agencies to mitigate deaths.

What has changed? Partly culture – SHAPE researchers have rarely formed ventures, so we didn't know they could be used to effect change. Other factors, such as the government being more open to private sector involvement and more funders being willing to fund such ventures, have also changed the overall landscape.

However, what marks both ventures out is the entrepreneurial approach off the back of the research and subsequently as part of it. Both sought to create the change they wanted to see on the ground, built organisations to mobilise the change and brought in stakeholders. As brilliant as these projects are, the even more exciting outcome is the implications for policy itself. By trying out interventions entrepreneurially, by testing, expanding, doing more research, bringing in more stakeholders and gaining traction, SHAPE ventures become a test bed for policy. If the government is slow or uninterested, at a minimum, the intervention has a new pathway to creating impact. If successful, with more evidence, real-world application and traction, the government can adopt and scale successful interventions.

Not all SHAPE ventures will be trying to change policy at all, and for much of SHAPE research, policy may be the best and only route. But consider major challenges surrounding climate change, healthcare, education or social policy – hugely contentious, difficult policy areas that are desperate for innovation, with governments often unwilling to be seen to fail. These areas will be huge beneficiaries of SHAPE ventures, which can effect change, de-risk ideas and generate the know-how that enables governments to make informed decisions and use their power to scale up successful solutions. We are entering a new era of bottom-up policy innovation and SHAPE research will be at the heart of it.

Excluding the social sciences, arts and humanities from reporting downplays their importance to research, development and innovation

By Dr Eleanor Hopkins

Senior Policy Adviser in Higher Education and Skills, the British Academy

The UK has a complicated history with research and development (R&D). At one time, R&D was lauded as a national “Swiss Army knife” to solve any problem, while at other times, the policy focus has shifted to improving the UK’s absorptive capacity of ideas and innovations from overseas. Over the last century R&D funding and performance rose during the Second World War and sustained during the Cold War, and was effectively mobilised, with the proportion of GDP spent on R&D – public and private – peaking at 2.3% in the 1960s.

Or, so we thought.

Bridging the gap between policy and practice

A key recent development in the story is the recalculation of UK R&D investment that has been performed by the ONS. The good news is that we may have surpassed that 1960s peak of 2.3% of GDP invested in R&D. The bad news is that the promised land of productivity gains has not been reached.

What is gradually coming to light is that our counting and recording of R&D is inaccurate, leading to a potential gulf between policy and practice.

Though UK policymakers have adopted the OECD Frascati definition of R&D (the OECD’s Frascati Manual outlines internationally accepted guidelines for collecting and reporting R&D data), which has included SHAPE disciplines (Social Sciences, Humanities and the Arts for People and the Economy) since 2015, its application across government is patchy.

As a result, this discrepancy may result in businesses being less likely to report an accurate account of activity, with SHAPE research taking the hit.

This is most sharply felt in the exclusion of SHAPE R&D from eligibility for tax relief, in contrast to its inclusion in the collection of UK official statistics. Both tax credits and the ONS survey are tools which require a business to report on its activity. As a result, this discrepancy may result in businesses being less likely to report an accurate account of activity, with SHAPE research taking the hit.

Does current policy accurately account for R&D activities?

This is a central finding to a new report from the British Academy, *Understanding SHAPE in R&D*, which combines in-depth studies

of UK and international policies with the experiences of large global business – such as Netflix and Tesco Bank – in undertaking SHAPE R&D. The findings are clear: there is a significant risk of an inaccurate evidence base on which policy is developed, meaning that UK policy does not accurately reflect the R&D activities which take place, a potentially significant obstacle in the way of the government’s goal of becoming a ‘science and technology superpower’ by 2030.

SHAPE expertise underpins innovation in the UK

Including SHAPE in the UK’s R&D evidence base presents an exciting opportunity to ensure that policies aimed at stimulating innovation are appropriate for the sectors that have the greatest potential to contribute to the UK economy. Of the top five R&D performing sectors, four employed more ‘non-science’ graduates than science graduates in 2020, pointing to the importance of SHAPE skills and expertise in R&D intensive sectors, including manufacturing, informational and communication and financial and insurance activities.

SHAPE disciplines underpin innovation across retail, the creative industries, finance, and technology.

Furthermore, SHAPE expertise is critical to R&D within the services sector, which currently makes up around 80% of the UK economy. From combining creative and technical skills to create Netflix movies to the use of geographers and economists to understand consumer behaviour at Tesco, SHAPE disciplines underpin innovation across retail, the creative industries, finance, and technology. These industry giants have contributed to and endorsed our research.

A more accurate evidence base across all disciplines allows for more efficient investing of GDP in R&D, as well as a better understanding of what the right target investments in R&D might be, and the right method for achieving them to support economic and societal gain. As the UK seeks to improve lives and livelihoods through investment in R&D and innovation, we must create a better evidence base to effectively invest across all types of SHAPE and STEM R&D, with the understanding that innovation is at its heart an interdisciplinary endeavour.

You can read the full report ‘Understanding SHAPE in R&D’ here: <https://www.thebritishacademy.ac.uk/publications/understanding-shape-in-r-and-d-bridging-the-evidence-gap/>

Navigating the Dual Realms: Research Commercialisation and Valorisation reSHAPE(d)

By Sean Farran

Head of Communications, Advocacy and Stakeholder Engagement, ASPECT

Within the ever-evolving realm of academia, universities stand as vibrant centres of innovation, catalysing the advancement of knowledge that propels societies forward. Amid this intellectual fervour, two distinct concepts – research commercialisation and valorisation – emerge as powerful mechanisms for extracting value from academic insights. While these terms are often used interchangeably, they weave unique narratives that play pivotal roles in transforming knowledge into tangible impact. This introductory article aims to illuminate the significance of research commercialisation and valorisation, highlighting their disparities, applications, and implications for both academia and the economy.

Grasping Valorisation: Bridging Knowledge and Action

Valorisation rises as a vital bridge connecting research outcomes with practical applications. At its essence, valorisation revolves around transferring knowledge from researchers to stakeholders for economic benefit. This knowledge exchange extends beyond a mere exchange of information; it embodies the active application of knowledge to create value, mirroring the essence of the French roots of the term—“to make useful” or “to exploit.” This process encompasses various forms, including the application of research findings to shape policy recommendations or the creation of products and tools that enhance society. Rooted in the sustenance of universities, valorisation plays a crucial role in converting intellectual property into economic and societal value.

Deciphering Research Commercialisation: Beyond Financial Gains

Research commercialisation takes the notion of value generation further, extending beyond the commonly perceived economic returns attached to the term to encompass the establishment of new markets. While profit generation is closely linked to commercialisation in many respects, its scope transcends monetary gains. Commercialisation entails transforming intellectual property into tangible products, services, or enterprises that meet market demands. Within research commercialisation this transformation occurs independently of direct knowledge transfer, as the focus shifts to converting, not just exploiting, research insights. Furthermore, in many ventures the research is constantly applied as further findings are unveiled. This entails identifying latent market needs, developing appropriate and timely solutions, thereby nurturing a very dynamic sense of entrepreneurship, and thus expanding the horizon of academic research’s potential impact.

Valorisation’s Expansive Spectrum vs. Commercialisation’s Unique Trajectory

Clarifying the distinctions between valorisation and commercialisation is murky business. For instance, the Ministry of Education, Culture, and Science in The Netherlands encompasses a broader view of valorisation than most, including the creation of products and tools. This comprehensive perspective includes knowledge dissemination,

utilization, spin-outs, ventures, and entrepreneurship. Whilst this way, valorisation becomes a holistic mechanism, bridging research with societal and economic needs, it assumes a somewhat linear path of research to impact. Research commercialisation thrives by identifying untapped market opportunities and translating them into tangible entities, as quite a distinct characteristic, thereby arguably placing a higher, or at the least different, emphasis on value creation compared to the process of knowledge transfer via valorisation.

Research commercialisation takes the notion of value generation further, extending beyond the commonly perceived economic returns attached to the term to encompass the establishment of new markets.

SHAPE Research: A Tapestry of Complex Value

The intricacies of gauging research impact become pronounced in SHAPE disciplines. Unlike the linear trajectories often seen in STEM fields, the impact of SHAPE research unfolds gradually: the cumulative impact emerges from the synergy of knowledge, experience, and the individuals shaping the solutions. Consequently, measuring the value and impact of SHAPE research presents distinct challenges necessitating innovative approaches that are assisted by the process of commercialisation.

Research Commercialisation: Unveiling Value’s Enigma

Research commercialisation emerges as a potent tool to unveil the concealed value within SHAPE disciplines. By identifying market potential and addressing societal needs, commercialisation goes beyond conventional boundaries to make the intangible manifest. It serves as a platform to showcase research value, converting it into market-ready products or services that tackle real-world problems. This transformative process not only amplifies the reach of research but also fosters a deeper understanding of the role and relevance of SHAPE disciplines in value creation.

Setting the Course: Embracing Value through Unique Paths

While the two concepts of valorisation and commercialisation share a realm of extracting value from academic insights, their distinct trajectories and implications are crucial to comprehend. Ensuring that researchers can navigate these intricacies is essential for steering research endeavours towards meaningful outcomes. As academia evolves, it is imperative that clear communication strategies are established to demystify the differences between valorisation and commercialisation and the respective roles they play in the path from research to impact, for researchers, university staff, policy makers and impact investors alike.

reSHAPE Ventures



IRISi Interventions

- **Twitter:** @irisintervent
- **Speaker:** Medina Johnson, Chief Executive and Co-Founder
- **University:** University of Bristol

IRISi is a social enterprise that promotes and improves the healthcare response to domestic violence and abuse. It supports the IRIS programme, a specialist domestic violence and abuse training, support and referral programme for General Practices. IRISi collaborates with partners to develop innovative, evidence-based health interventions for those affected by gender-based violence. It also provides expert advice and consultancy in the field of domestic violence and abuse and health.



Evidence to Impact

- **Twitter:** @EvidenceImpact
- **Speaker:** Paul Harrod, CEO
- **University:** Universities of Cardiff and Bristol

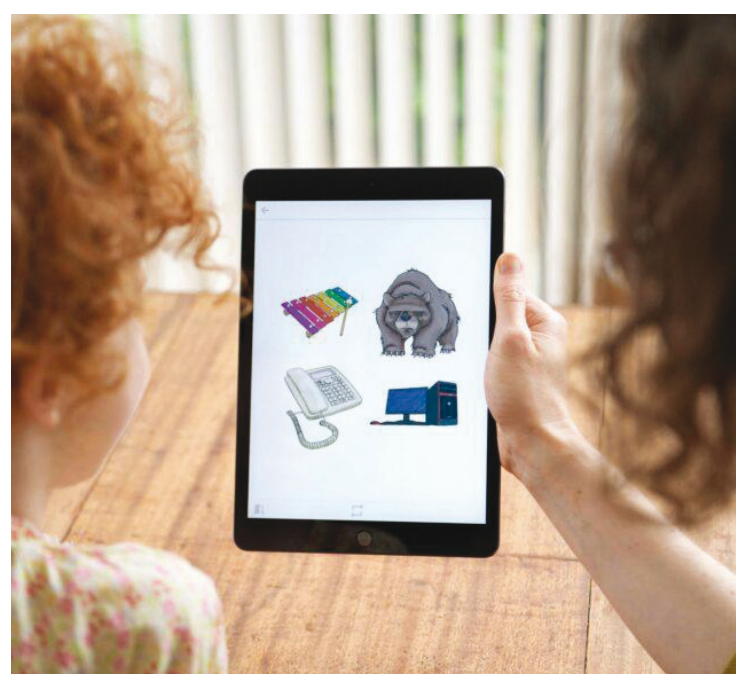
Evidence to Impact is an award winning social enterprise that improves public health. They bridge the gap between public health research and the people who need it the most by developing products and services that maximise the impact of evidence-based, academic research. For example, they deliver smoking prevention programmes in schools across the UK and internationally.



The 1928 Institute

- **Twitter:** @1928institute
- **Speaker:** Nikita Ved, Co-Founder
- **University:** University of Oxford

The 1928 Institute is a platform for dialogue and to research and represent British Indians. They provide analysis on the emerging events in the Indian Sub-continent as well as within its diaspora. The 1928 Institute is also a platform for dialogue for the diaspora and works to disrupt 'echo-chambers'.



OxEd & Assessment

- **Twitter:** @OxEdAssessment
- **Speaker:** George Ulman, CEO
- **University:** University of Oxford

OxEd & Assessment develops educational assessment apps and interventions which have been shown to improve educational outcomes for children. Their assessment apps are the fastest and most accurate way to identify the children who will benefit most from additional support, resources or intervention. They are developed by the same research team responsible for the Nuffield Early Language Intervention (NELI) programme.



Teacher Success Platform

- **Twitter:** @tsp_teach
- **Speaker:** Rob Klassen, Founder
- **University:** University of York

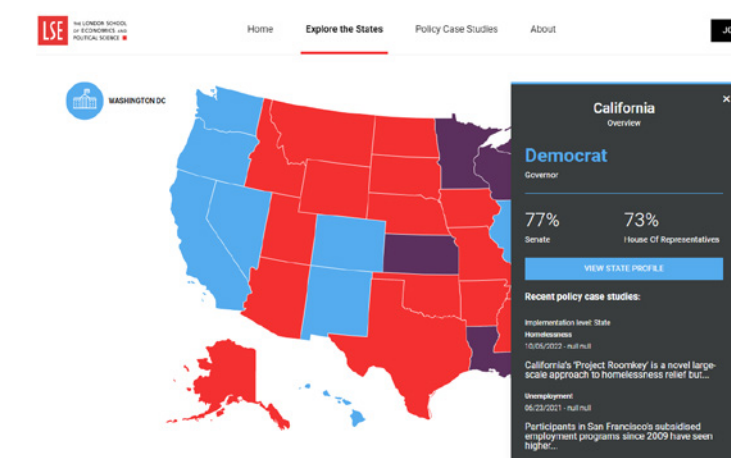
Teacher Success Platform supports the global education community through better teacher and school leader recruitment and development. TSP is a leading provider of research-based recruitment and development tools. Their school-based simulations help you identify and develop effective teachers, mentors and school leaders.



Fairwork

- **Twitter:** @TowardsFairWork
- **Speaker:** Dr Murali Shanmugavelan, Postdoctoral Researcher
- **University:** University of Oxford

Fairwork exists to highlight the best and worst examples of how new technologies are being used in the workplace. Through research on digital labour platforms and artificial intelligence, their goal is that the future of work can be made up of better and fairer jobs. By evaluating platforms and employers against measures of fairness, Fairwork hopes to shape a fairer future of work for all.



The State of the States

- **Twitter:** @ChrisHJGilson
- **Speaker:** Chris Gilson, Creator and Project Lead
- **University:** London School of Economics and Political Science

The State of the States is an online professional subscription service platform covering the United States. It aims to increase knowledge and awareness of state and local policy and politics issues, and improve policy making by connecting US state and local government policymakers and practitioners with the best practice they need to do their job.

The Transition Pathway Initiative Centre



- **Twitter:** @tp_initiative
- **Speaker:** Carmen Nuzzo, Executive Director
- **University:** London School of Economics and Political Science

The Transition Pathway Initiative Global Climate Transition Centre (TPI Centre) is an independent, authoritative source of research and data into the progress being made by the financial and corporate world in making the transition to a low-carbon economy. The TPI Centre's analysis considers corporate climate governance and carbon emissions.



OxProx

- **Twitter:** @OxProx
- **Speaker:** Ian Robertson, Founder
- **University:** University of Oxford

OxProx is a publicly accessible, global database of proxy voting records that showcase how institutional investors have voted on ESG matters. More specifically, OxProx contains the voting records of institutional investors – asset owners and asset managers – from the annual general meetings (AGMs) and other meetings held by publicly traded corporations, which are also known as issuers.



Wise Responder

- **Twitter:** @WiseResponder
- **Speaker:** Stuart Jeffreys, COO
- **University:** University of Oxford

Wise Responder's groundbreaking, scientific methodology brings the power of quantifiable metrics for Sustainable Development Goal 1 ("No Poverty") application to where it's most needed. Namely, to the financial and business community in emerging and developed markets for use by financial institutions, corporations and institutional investors eager to create and broaden access to sustainability-linked financing and investment.



In Place of War

- **Twitter:** @inplaceofwar
- **Speaker:** Ruth Daniel, CEO and Creative Director
- **University:** University of Manchester

In Place of War is a global organisation that uses artistic creativity in places of conflict as a tool for positive change. It enables grassroots change-makers across the arts to transform cultures of violence and destruction into opportunities of hope and collective resilience. Their work is based upon creating cultural spaces in areas of upheaval and instability, providing education and training in artistic development and enterprise in the Global South, and enabling international artistic collaboration and mobilisation.

xR StOries

XR Stories

- **Twitter:** @XR_Stories
- **Speaker:** Nina Willment, Research Associate
- **University:** University of York

XR Stories supports research and development for companies working in cutting-edge digital technologies in the Yorkshire and Humber region. They do this through a programme of funding, research collaboration and connection. XR Stories works across film, TV, games, media arts, heritage, advertising and technology to champion a new future in storytelling.

reSHAPE Ventures



Empathy VR by Helsa

- **Twitter:** @helsahelps
- **Speaker:** Marc Svensson, Founder and CEO
- **University:** University College London

Helsa's mission is to improve mental health and wellbeing in the LGBTQ+ community, as well as other minority communities, through research based training and support solutions. Empathy VR is an educational virtual reality tool that increases its user's level of empathy towards minority groups by allowing them to experience first-hand what it is like to face and work through prejudice, discrimination and stigma as a gender, ethnic, or sexual minority person.



Puppet-Box

- **Twitter:** @AsiaWincenciak
- **Speaker:** Joanna Wincenciak, Founder
- **University:** University of Glasgow

Puppet-Box is a puppetry-based learning and socio-emotional development toolkit. The toolkit provides a physical puppet box and a set of strategies and activities of how to effectively use puppetry as a medium in support of children's social and emotional development. It includes online and physical resources that provide opportunities to practise recognising one's own feelings and feelings in others, learn empathy, perspective taking, communication strategies and emotion regulation.



One World Together

- **Twitter:** @OWT_UK
- **Speaker:** Nicola Banks, Co-Founder and Chief Steward
- **University:** University of Manchester

One World Together is pioneering an alternative approach to funding by connecting young people directly to communities across the globe. Through their digital knowledge-sharing platform and model of long-term unrestricted funding, they are building global solidarity to strengthen impact and make positive change. Their mission is to provide a platform for global citizens to amplify their engagement and to build a strong civil society through long-term unrestricted funding directly to communities.



Pobl Communications

- **Twitter:** @2210Lucy
- **Speaker:** Lucy Jenkins, Executive Director
- **University:** Cardiff University

Pobl Communications believes that communication skills are at the very centre of our human experience and of vital importance to ensure personal and professional wellbeing and success. They aim to equip everyone with the communication skills they need to thrive in any situation. Pobl Communications offers a toolkit, set of expertise and transferable know-how that aims to improve attitudes, motivation and understanding of the value of global communication skills and intercultural competence.



History City

- **Twitter:** @davidrosenthal
- **Speaker:** David Rosenthal, Creative Director
- **University:** University of Exeter

History City (previously Hidden Cities) is a collection of apps offering mobile storytelling on historic maps. HC utilises first-person interpretation, more commonly known as living history, and has developed into history installations in the streets that resemble situated theatre. Users are not only accompanied or guided by a contemporary historical figure, but they actually go to the same places and see the same buildings and objects as they did.



The York Centre for Print

- **Twitter:** @conversiontales
- **Speaker:** Helen Smith, Founder
- **University:** University of York

The York Centre for Print is a unique working printshop, gallery and museum. It aims to secure the future of traditional print techniques and celebrate York's history of print and design. The York Centre for Print responds to the needs of established and aspiring printmakers, and an appetite for innovative creative experiences.



Kalamna

- **Twitter:** @KalamnaArabic
- **Speaker:** Saussan Khalil, Managing Director
- **University:** University of Cambridge

Kalamna is an award-winning social enterprise focused on empowering families to connect with and celebrate their culture and heritage through the Arabic language. Its key activities include developing learning resources rooted in academic research and pedagogy; delivering Arabic language community classes for children across Europe and North America as well as masterclasses for teachers and parents wishing to support young learners' Arabic language journey.



EQUAL In-Sight

- **Twitter:** @EQUAL_InSight
- **Speaker:** Roberta Guerrina, Founder
- **University:** University of Bristol

EQUAL In-Sight is a cross-disciplinary enterprise that utilises a range of theoretical and methodological approaches to propose novel and enhanced mechanisms to strengthen equality, diversity and inclusion (EDI) initiatives. It offers a range of mechanisms, such as toolkits, EDI strategies and roadmaps, targets, indicators, training and resources, that provide a far more comprehensive and transformative approach to equality and inclusion.



Good Evaluation

- **Twitter:** @GoodEvaluation
- **Speaker:** Nai Rui Chng, Founding Director
- **University:** University of Glasgow

Good Evaluation uses evaluation science and thinking to develop and improve solutions which in turn improve the health and wellbeing of people and society. It uses a decision-making tool called 'Evaluability Assessment' (EA), which offers a systematic, collaborative, and cost-effective way of deciding whether a programme or policy can be evaluated and how. EA clarifies thinking and manages expectations of a variety of stakeholders about an intervention's objectives.



The Avoidable Deaths Network

- **Twitter:** @AvoidableN
- **Speaker:** Nibedita Ray-Bennett, Founding President N
- **University:** University of Leicester

The Avoidable Deaths Network is a diverse, dynamic, inclusive and innovative global membership network dedicated to avoiding human deaths from natural hazards, naturally triggered technological hazards and human-made disasters in low- and middle-income countries. The ADN aims to provide a dynamic forum for experts, practitioners, researchers and organisational partners to identify and promote theoretical and practical solutions to reducing avoidable deaths and make better decisions to save lives and injuries for sustainable development.



Circ Agri Hub

- **Twitter:** @LucyPatriciaMcC
- **Speaker:** Lucy McCarthy, Founder
- **University:** University of Bristol

The Circ Agri Hub seeks to establish a circular agriculture hub to connect actors across agricultural supply chains, share knowledge and support the implementation of circular agricultural practices, such as waste valorisation. The Circ Agri Hub project promotes circular agriculture within a critical sector and advances the net-zero strategy within the UK.



Pitch Event with Aspect Angels



nisien.ai

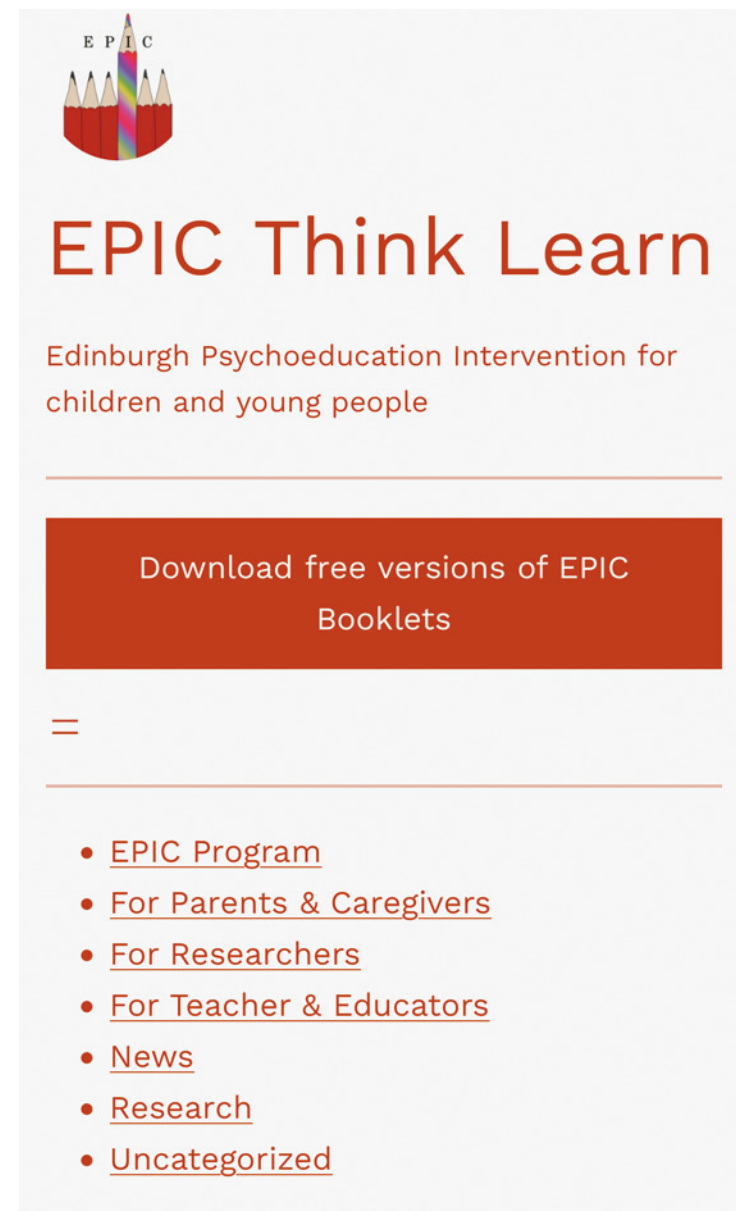
- **Twitter:** @nisienai
- **Speaker:** Arron Cullen, Co-Founder and CEO
- **University:** Cardiff University/Prifysgol Caerdydd
- **Sector:** Technology, Information and Internet
- **Product or Service:** Product

nisien.ai uses Human and Artificial Intelligence to accurately detect and classify online harms across diverse online platforms in real-time, enabling proactive intervention and swift mitigation. Based on world-leading research, their tool chest of counter-measures, including tailored and targeted counter-speech and proactive defence, is effective at reducing online harms and risks. Drawing on their founders' expertise in online harms and cyber risk, their social media safeguarding packages educate and arm your people and clients with the knowledge and tools needed to remain safe online.

The Shame Lab

- **Twitter:** @lunadolezal
- **Speaker:** Luna Dolezal, Founder
- **University:** University of Exeter
- **Sector:** Health/Social Care
- **Product or Service:** Service

The Shame Lab aims to enhance organisational and individual emotional intelligence in order to understand the impacts and effects of shame within professional practice. Shame is a strong driver of behaviour, decision making and actions, and can have very concrete effects in interpersonal relations. Despite its wide-ranging impacts and ubiquity in experience, shame is often unacknowledged and remains unspoken in healthcare and social care contexts. The shame competence training tries to enable individuals and organisations to start creating and systematising nuanced and collaborative understandings of how shame is produced and experienced as a result of particular interactions, experiences, policies and practice.



EPIC Think Learn

- **Twitter:** @InformEpic
- **Speaker:** Sinead Rhodes, Founder
- **University:** University of Edinburgh
- **Sector:** Health/Social Care
- **Product or Service:** Product/Service

EPIC Think Learn offers services and resources to parents and teachers for understanding and supporting neurodivergent children. EPIC is based on psychological research and co-produced with children, parents, education and clinical professionals. EPIC is suitable for children with or without a diagnosis and is tailored to an individual child's needs. Currently these children wait around 3 years to be assessed during which they remain largely unsupported. EPIC Think Learn provides support and guidance from day one of requirement.

OnTrack Rehab

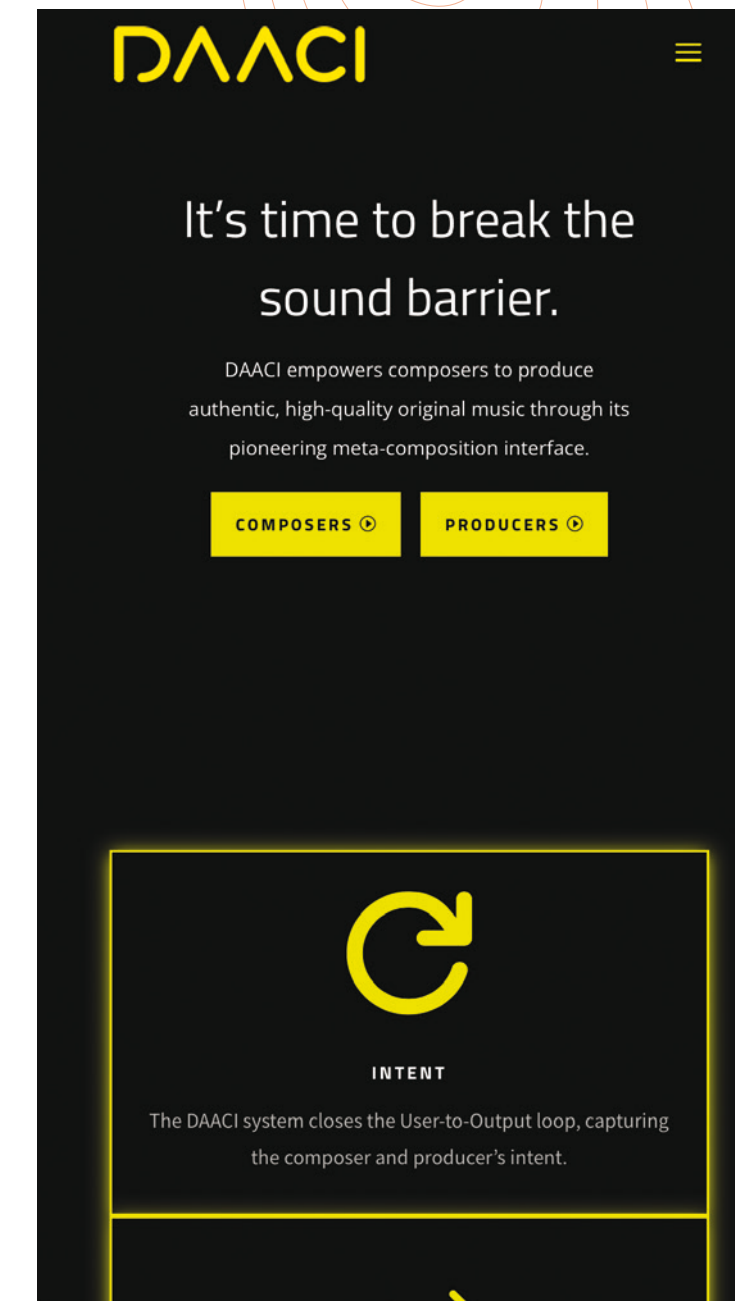
- **Twitter:** @OnTrackRehab
- **Speaker:** Gianpaolo Fusari, Project Lead
- **University:** Helix Centre, a collaboration between the Royal College of Art and Imperial College London
- **Sector:** Health/Social Care
- **Product or Service:** Product

OnTrack Rehab is a new digital rehabilitation platform that pairs wearable technology with clinical expertise to support patients in the management of their recovery after stroke. OnTrack enables the tracking of arm movement that is specific to stroke and provides a window into activity data that is otherwise invisible. The platform combines data insights with evidence-based, tailored coaching support to create a unique recovery program for the user.



What is OnTrack?

OnTrack is a new rehabilitation system that encourages you to use your arm as much as possible. It uses smart sensors to count the minutes of movement you complete with your arm during the day – just like a step counter but for your arm. OnTrack helps to keep you motivated throughout your recovery.



DAACI

- **Twitter:** @daaci_ai
- **Speaker:** Ken Lythgoe, CCO and Head of Corporate Development
- **University:** Queen Mary's University London
- **Sector:** Technology, Information and Media
- **Product or Service:** Product

DAACI is a comprehensive AI system that composes, arranges, orchestrates and produces authentic, high-quality and original music with emotional and narrative awareness. It is set to empower today's generation of composers for the next generation of content, forming a central part of game production, the metaverse, digital worlds and dynamic virtual experiences. DAACI's pioneering technology ecosystem and meta-composition engine enhances the power of the composer to deliver personalised and emotional music to any brief, anywhere.

The State of SHAPE Ventures *(part 2)*

By Chris Fellingham

Co-Founder and Director of the ARC Accelerator

In this article I want to look at which universities are doing the most, which sectors and what types of business are they going into.

Which universities are SHAPE ventures coming from?

Sorry to disappoint but Oxford and Cambridge lead by quite some way having double the nearest competitor (I'd estimate about ~15 each depending on how you count). There are a few reasons for this:

- They lead on overall spinouts overall
- They have the largest tech transfer offices - this is especially relevant for SHAPE. The idea of doing a venture in SHAPE for a SHAPE researcher is very new, practically unheard of 7 years ago, having dedicated staff to engage researchers and explore it as option is critical for generating and supporting a pipeline of spinouts (I'll be writing more on tech transfer process for SHAPE in a future post)
- Streetlight effect - I know their pipelines best ergo the numbers are more accurate whereas I'm always discovering new SHAPE ventures when I speak with other universities so I'm definitely under-counting to an extent
- It's still early days and indicative and lots of universities are rapidly catching up and may well take the top spot in the future

Which sectors do SHAPE ventures go into?

The top sectors were: education, business (e.g. offering services to any business), finance, healthcare (including public health) international development, social care, environment and climate change, culture, heritage and tourism.

A few comments:

- Education is an unsurprising and exciting trend - The reason I say this is many of the spinouts I see in this space are focused on directly improving attainment levels -TSP and OXED are two absolutely fantastic examples. Its exciting because most of the Edtech sector is focused on what I'd call education adjacent areas e.g. MOOCs - opening access to Higher Education e.g Coursera or FutureLearn; Management systems - e.g. Arbor; Affordability e.g. BibliU. These are all fantastic but I'd argue that improving attainment levels is underserved in the edtech market and critical in the long run to a knowledge driven society
- Environment and Climate Change - Deep tech understably gets most of the attention in Climate startups but Climate change and its solutions are highly complex - OxCarbon tackles Carbon offset verification, Vivid Economics (now owned by McKinsey) are the go-to consultants on the economics of Climate change for businesses and governments as two examples
- Health care also emerges - if there was a trend I'd say its in Public Health, Mental Health and Global Health - which should be unsurprising as these are more policy or behavioural adjacent - fields which SHAPE typically engages with
- Culture, Heritage and Tourism - Historians do particularly well here and can tap into a large consumer appetite for these subjects - Hidden Cities, Uncomfortable Oxford are two standout examples

What's missing from here is the creative sector, that partly reflects a gap in my knowledge of spinouts in this space (which is changing) and in either case I think this will be a very big area given it's a huge part of the UK economy - giving spinouts in this space fertile ground to succeed.

What types of ventures are researchers going for?

By which I mean two things; are they for-profit or social and were they product or service based.

For-profit or social

Around 60% were social either explicit social enterprise, CIC or charity. This has been a major theme in SHAPE commercialisation and I would argue it's down to two factors: researcher aspiration and what is appropriate for the venture in the sector they are going into:

- Researcher aspiration - most SHAPE researchers, so far, see their research as contributing to a public good and feel most comfortable if their venture is therefore a social enterprise/charity etc. What that also means is that if universities don't support social ventures they're severely limiting their capacity to do SHAPE commercialisation as they can't offer the venture type that fits most researchers' aspirations
- Funders and customers determine are critical for business structure - for some SHAPE researchers funders or customers will prefer (sometimes demand) they are a social venture and may require specific structures e.g. Community interest company/ Company limited by guarantee. It may also make sense to be a charity both for tax reasons and to work with key funder agencies or partners. For example, if a major philanthropist gives a SHAPE venture 5 years of funding to do their work they may well opt (or be required) to be a charity for the funders compliance

Service or Product ventures?

Last but not least is the type of company SHAPE researchers are creating – product based e.g. widgets and software or service based - where a person delivers training, advice etc like a consultancy.

In STEM commercialisation it's close to 100% product - algorithms, molecules, engine designs, vaccines. In SHAPE it's about 50% service, 50% product and quite a few that offer product with consultancy wraparound services.

This may not seem that interesting to the uninitiated but I'd argue that's a key difference for venture building and indeed for the whole SHAPE venture ecosystem. Service based ventures scale poorly (you need to employ more people) but often require much less funding (no expensive labs or software required) to get off the ground. However it also puts more strain on the researcher at the start - they are very literally 'the product' and their time becomes the rate limiting factor selling work. Products have their own challenges, much steeper capital requirements at the start and often much longer market validation processes that include extensive prototyping and user testing but conversely capital markets exist to support them (albeit never enough).

Where does this leave us? We're only at the start of seeing where SHAPE ventures can go. SHAPE ventures have made remarkable progress in just a few years. From being a trickle every few years in the UK to competing in most major sectors of the economy across health, environment, business, government, education and civil society more broadly. Furthermore, many of the major challenges countries are looking at from climate change to a shift to more preventative, public health, emerging mental health crisis and improving our education systems are all areas where SHAPE ventures are not merely poised to contribute but are best placed to tackle the problems.

Around reSHAPE: Embracing the Future Through Multidisciplinary Education: A Clarion Call to Entrepreneurs

By Sean Farran

Head of Communications, Advocacy and Stakeholder Engagement, ASPECT

As the dust settles on another round of A-level results, educators, parents, and students find themselves at a crossroads of opportunity and choice. A clarion call has emerged from the realms of academia, urging us all to think beyond the confines of tradition and embrace a future where the fusion of arts and science propels a new generation of innovative entrepreneurs.

In an exclusive commentary piece for the Times Educational Supplement, Professor Julia Black, President of the British Academy and Chair of the Aspect Steering Group, and Dr. Anne-Marie Imafidon, President of the British Science Association, underscore the importance of cultivating a diverse and balanced subject portfolio. Their message resonates as a rallying cry, urging us to foster a generation equipped with skills that transcend the boundaries of individual disciplines.

For far too long, the pendulum of education has swung between the humanities and the sciences, with policymakers emphasizing the pivotal role of STEM subjects – Science, Technology, Engineering, and Mathematics. While this emphasis has yielded undeniable benefits, it has inadvertently created an imbalance. The result? An educational landscape where the arts, languages, and social sciences are often side-lined, leading to a decline in their popularity and impact.

This one-sided approach to education fails to acknowledge the symbiotic relationship between arts and science, a relationship that forms the bedrock of innovation and entrepreneurship. The call to arms from Professor Black and Dr. Imafidon is a plea for us to shift our perspective and embrace a more holistic vision of education – one that recognizes the inherent value of diverse disciplines.

The data emerging from the recent A-level results serve as both a snapshot of the present and a window into the future. Among the top ten most popular subjects, six belong to the SHAPE category – Social Sciences, Humanities, and Arts for People and the Economy. This fact alone is a testament to the enduring relevance and allure of disciplines often overlooked.

Yet, challenges persist. Entries for modern foreign languages continue to dwindle, revealing a growing gap in linguistic proficiency. This deficit not only hampers cross-cultural communication but also poses a roadblock to global entrepreneurship. The British Academy's clarion call for a National Languages Strategy emerges as a vital step toward nurturing linguistically adept entrepreneurs who can seamlessly navigate an interconnected world.

In the realm of social sciences, there is a heartening upward trend in student entries across subjects such as business studies, economics, and sociology. This trend reflects an awakening to the practical application of these disciplines in addressing real-world challenges. These subjects equip students with the analytical tools and social acumen necessary for entrepreneurial success, underpinning the vital role they play in shaping a generation of innovative thinkers.

The arts, too, bear witness to a complex ebb and flow. While media, film, and TV studies have witnessed growth, disciplines like drama, music, and performing arts face decline. This juxtaposition reveals the nuanced nature of artistic expression and its evolving role in a rapidly changing world. The preservation and cultivation of creative arts are essential not only for individual expression but also for fostering the creative thinking and problem-solving skills synonymous with entrepreneurial success.

Classical subjects, often dismissed as relics of the past, are experiencing a renaissance. The substantial growth they've undergone over the short and medium term speaks volumes about the enduring relevance of subjects that delve into the tapestry of human history and culture. These subjects instill a deep sense of context and perspective that are invaluable assets for entrepreneurs navigating the complexities of a dynamic business landscape.

English literature, a cornerstone of the humanities, offers a mixed narrative. While there has been a modest increase in entries, an overall decline persists. This decline highlights the urgent need for a comprehensive strategy to rekindle interest in literary studies and underscore their role in honing critical thinking, communication, and empathy – qualities vital for entrepreneurs bridging diverse cultures and markets.


Professor Black aptly states that "our rapidly changing world calls for a flexible, multilingual workforce that communicates and collaborates, excels at analysis and problem-solving, and thinks critically and creatively." Such a workforce is not forged by confining education to silos of knowledge but by fostering a symphony of disciplines that harmoniously combine to create innovation.

It's a clarion call for a more holistic education – one where the arts and sciences dance in unison, where linguistic dexterity complements analytical prowess, and where historical context informs futuristic vision. Entrepreneurs of tomorrow must possess a rich tapestry of skills, seamlessly blending the artistic flair of Leonardo da Vinci with the scientific curiosity of Marie Curie.

The launch of the Connected Knowledge campaign by the British Academy underscores the intrinsic interplay between SHAPE and STEM. It serves as a beacon guiding educators and policymakers toward a balanced and fruitful educational landscape. The initiative emphasizes that the true magic happens when disciplines converge, igniting sparks of innovation that illuminate the path to entrepreneurial success.

In an era where technological advancements evolve at a breath-taking pace and global challenges demand multidimensional solutions, the call to embrace a diverse and balanced subject portfolio has never been more urgent. As educators, parents, and students embark on this journey of discovery, let us heed the wisdom of Professor Black and Dr. Imafidon. Let us nurture a generation of entrepreneurial trailblazers equipped not only with knowledge but also with the boundless curiosity and adaptability that arise from embracing the full spectrum of human ingenuity.

Timetable

	The Great Room	The Prince Philip Room	Durham Street Auditorium	The Vaults
9:30 – 10:00	WELCOME BREAKFAST IN THE BENJAMIN FRANKLIN ROOM			
10:00 – 10:50	<p>How can SHAPE ventures improve government and society? Hosted by Tom Stratton, Chief of Staff at the Royal Society of Arts</p> <ul style="list-style-type: none"> Chris Gilson, Creator and Project Lead of the State of the States Dr Murali Shanmugavelan, Postdoctoral Researcher at Fairwork Dr Nikita Ved, Co-Founder of the 1928 Institute 	<p>Data to Decisions: Utilising SHAPE data to drive decision making in our economic and political systems Hosted by Prof Julia Black, President of the British Academy, Strategic Director of Innovation at the LSE and Chair of the ASPECT Steering Group</p> <ul style="list-style-type: none"> Carmen Nuzzo, Executive Director of the LSE Transition Pathway Initiative Centre Ian Robertson, Founder of OxProx Stuart Jeffreys, COO of Wise Responder 	<p>Founder Fireside Chats: Health Hosted by David Ai, Head of Innovation at the LSE</p> <p>Session 1: Medina Johnson, CEO and Co-Founder of IRISi Interventions</p> <p>Session 2: Paul Harrod, CEO of Evidence to Impact</p>	
11:00 – 11:25	RESHAPE[ING] THE FUTURE WITH GEORGE FREEMAN, MINISTER OF STATE FOR SCIENCE, RESEARCH AND INNOVATION IN THE BENJAMIN FRANKLIN ROOM			
11:30 – 12:20	<p>How can edtech and research support education in the UK and globally? Hosted by: Dr Ashmita Randhawa, Head of Innovation at Digital Catapult</p> <ul style="list-style-type: none"> Prof Rob Klassen, Founder of Teacher Success Platform George Ulman, CEO of OxEd & Assessment Dr Saussan Khalil, Managing Director of Kalamna 	<p>Arts to Innovation: Engaging the Arts to positively shape society Hosted by Fran Sanderson, Director, Arts & Culture Investments and Programmes at Nesta</p> <ul style="list-style-type: none"> Ruth Daniel, CEO and Creative Director of In Place of War Dr Nina Willment, Research Associate at XR Stories Dr Marc Svensson, Founder and CEO of Empathy VR by Helsa 	<p>Founder Fireside Chats: Civic Society Hosted by: Dr Emma Salgard-Cunha, Commercialisation Manager (AHSS) at Cambridge Enterprise</p> <p>Session 1: Dr Nikita Ved, Co-Founder of 1928 Institute</p> <p>Session 2: Dr Murali Shanmugavelan, Postdoctoral Researcher at Fairwork</p>	
12:30 – 13:30	NETWORKING LUNCH IN THE BENJAMIN FRANKLIN ROOM			
13:30 – 14:20	<p>How can we unlock a new generation of research-based social ventures? Hosted by Ravi Gurumurthy, CEO of Nesta</p> <ul style="list-style-type: none"> Dr Joanna Winceniak, Founder of Puppet-Box Prof Roberta Guerrina, Founder of EQUAL In-Sight Dr Nicola Banks, Co-Founder and Chief Steward of One World Together 	<p>Concept to Creation: Stimulating a new generation of SHAPE entrepreneurs Hosted by Henry Richards, Senior Futures Lead at the British Academy</p> <ul style="list-style-type: none"> Dr Nai Rui Chng, Founding Director of Good Evaluation Lucy Jenkins, Executive Director of Pobl Communications Dr Huw Vasey, Strategic Lead for Innovation, Business Engagement and Commercialisation at ESRC 	<p>Founder Fireside Chats: Education Hosted by: Dr Ashmita Randhawa, Head of Innovation at Digital Catapult</p> <p>Session 1: George Ulman, CEO of OxEd & Assessment</p> <p>Session 2: Prof Rob Klassen, Founder of Teacher Success Platform</p>	<p> SHAPE SALONS</p> <p>Pitch Event with Aspect Angels (Vault 1 to 15:00)</p> <ul style="list-style-type: none"> Prof Luna Dolezal, Founder of The Shame Lab Dr Sinead Rhodes, Founder of EPIC Think Learn Dr Arron Cullen, Founder of nisien.ai Gianpaolo Fusari, Founder of OnTrack Rehab Ken Lythgoe, Founder of DAACI
14:30 – 15:20	<p>What's round the corner for SHAPE ventures? Hosted by Dr James Woodhams Commercialisation Manager at the University of Exeter</p> <ul style="list-style-type: none"> Dr David Rosenthal, Creative Director of History City Dr Lucy McCarthy, Founder of Circ Agri Hub Prof Helen Smith, Founder of York Centre for Print 	<p>Research to Result: Improving Public Health with SHAPE ventures Hosted by Frida Koslowski Head of Operations at the ARC Accelerator and Deputy Director of the ESRC/AHRC SHAPE Catalyst</p> <ul style="list-style-type: none"> Prof Nibedita Ray-Bennett, Founding President of the Avoidable Deaths Network Paul Harrod, CEO of Evidence to Impact Medina Johnson, CEO and Co-Founder of IRISi Interventions 		<p>Mad Researcher Tea Party (Vault 2/3/4)</p> <p>'sometimes i've believed as many as six impossible things before breakfast...'</p>
15:30 – 16:00	<p><i>Closing Remarks from Prof Julia Black, President of the British Academy, Strategic Director of Innovation at the LSE, and Chair of the ASPECT Steering Group (Vault 2/3/4)</i></p>			
16:00 – 17:00	DRINKS 'N' NIBBLES (Vault 2/3/4)			