TTO/Professional & Support Staff Webinar
- SHAPE Catalyst

UKRI
Economic and Social Research Council
Arts and Humanities Research Council

ARC ACCELERATOR
Aspect | project

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# TTOs/PSS and the SHAPE Catalyst – How will it work?

- We ask for a TTO or Professional & Support Staff member (e.g., Innovation, KE, Impact, Enterprise Officer) to be involved alongside their organisation's academic(s)

➤ You can send additional staff members to observe sessions → please tell us in advance

- Our AHSS commercialisation training aims to help you work more efficiently by developing academics' skills and scaling their projects

- Researchers can participate even if they don't have a TTO/PSS

➤ Contact us and we'll determine what support is needed on a case-by-case basis

New Resources

- New webpage with our TTO handbook and more guidance materials: **arcaccelerator.io/resources**

- Additional Sharepoint folder with **content for TTOs/Professional & Support Staff**

➤ Key canvasses used throughout the programme

➤ Application support, including letter of support template and application form previews

➤ Comms pack with email template and flyer to share within your organisation, new ARC Pathway overview and slide deck for TTOs/PSS

- New informal, monthly drop-in sessions on **Eventbrite**

ARC

The ARC Pathway

| DISCOVER | → | LAUNCH | → | ACCELERATE | → | SCALE |
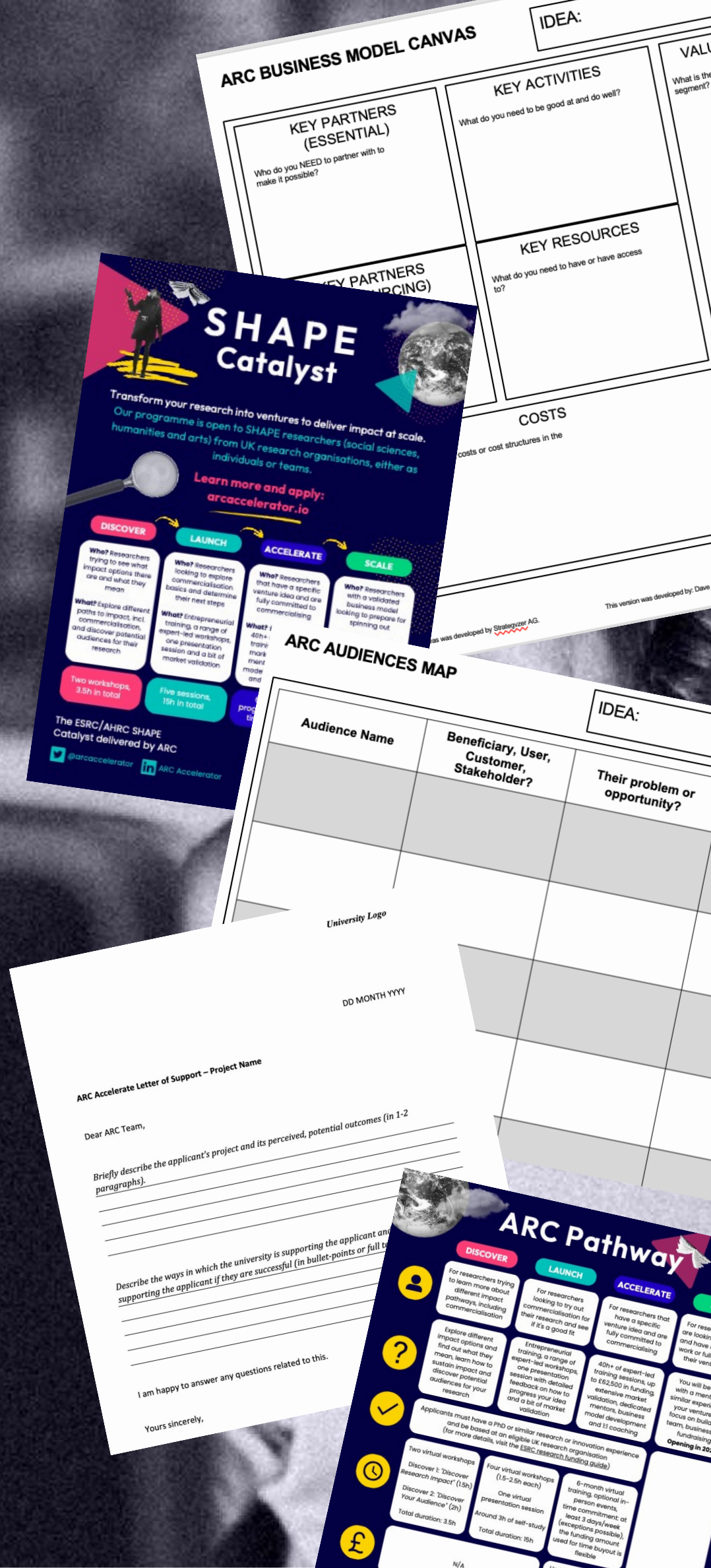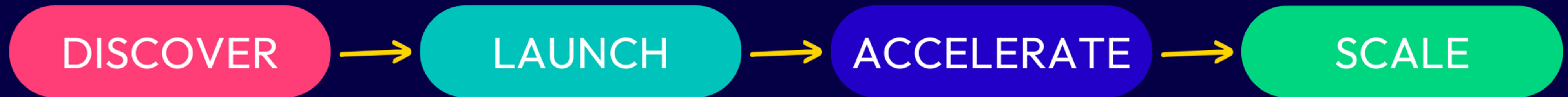
- Between 2023–2026, ARC is delivering the SHAPE Catalyst through our 4-stage programme, the ARC Pathway
- The ARC Pathway is designed to guide SHAPE researchers on their commercialisation journey
- The four stages build on each other, but researchers can join the programme at any stage

Programme & Level of Involvement

ARC Discover
ARC Pathway Stage 1

For researchers trying to learn more about different
impact pathways, including commercialisation

Outcomes

- Understand the different opportunities for impact, incl. commercialisation
- Identify new audiences for your research
- Be well-prepared to apply to ARC Launch

Details

- Two virtual workshops:
- Discover 1: «Discovering Research Impact» (1.5h)
- Discover 2: «Discovering Your Audience» (2h)
- ➢ Total duration: 3.5h

Application

- No formal application process, sign up directly on the **ARC Discover webpage**
- New dates are released on an ongoing basis

TTO/PSS Involvement

- We recommend that you attend both sessions to gain an overview of the process and the language/tools used

- Alternatively, you can catch up with the session recordings, slides and materials from the Discover workshops in July

➤ Access our ARC Discover Sharepoint folder **here**

Beneficiaries, Users, Customers – ARC's Definitions

01 Beneficiaries

Anyone whose quality of life is improved by your product or service, whether or not they are aware they are benefitting

02 Users

Anyone who actively 'uses' your product or service to achieve some benefit to themselves or another

03 Customers

Anyone who transacts or exchanges value with you to obtain your product or service

These three groups might overlap.

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ARC IDEA CANVAS

IDEA: AUTHOR:

PROBLEM/OPPORTUNITY

What problem are you solving or what opportunity are you creating?

Are you able to provide a quantification of the problem or opportunity?

Are you able to provide a qualified example of the problem or opportunity?

PRE-MORTEM QUESTIONS

FIRST AUDIENCES: Beneficiaries, Users, Customers, Stakeholders

Who will benefit most or most easily be benefitted? Who will use the idea to create that benefit? Who is buying it to be used? Who else might be interested?

How will you reach each of these groups?

PRE-MORTEM QUESTIONS

SOLUTION/MITIGATION

What is your idea and how does it create value?

What makes it better than existing solutions or alternatives?

Is the idea easily replicated by others?

PRE-MORTEM QUESTIONS

IMPACT MODEL

How will you measure it's being adopted and creating an impact?

PRE-MORTEM QUESTIONS

REVENUE MODEL

How (and from where) will you acquire initial and ongoing funding to provide your product or service?

PRE-MORTEM QUESTIONS

ARC | **DISCOVER**
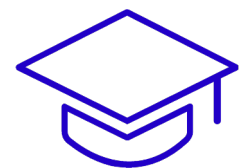
ARC AUDIENCES MAP

IDEA:

AUTHOR:

Audience Name	Beneficiary, User, Customer, Stakeholder?	Their problem or opportunity?	Our initial offering to them?	Means of engagement?	Barrier to engagement?	Next step

ARC | DISCOVER

ARC Launch
ARC Pathway Stage 2

For researchers looking to try out commercialisation
for their research and see if it's a good fit

Outcomes

- Test your ideas and identify your next steps
- Explore different ways to generate financially sustainable impact at scale
- Be well-prepared to apply to ARC Accelerate

Details

- Four interactive, virtual training sessions (1.5-2.5h each)
- One virtual presentation session
- Around 3h of self-study
➢ Total duration: 15h

Application

- Apply now on the **ARC Launch webpage**
- Short application form focusing on the idea and the project's stakeholders
- New cohort dates are released every 3 months

TTO/PSS Involvement

Your first time engaging with the programme:

- **Attend all five sessions** to gain an overview of the process and the language/tools used

After that:

- **Attend at least the first and last session** alongside your research organisation's participants
- You are welcome to attend the other sessions → large parts are discussion-led and you may benefit from useful insights/lateral thinking for your participants' projects

→ Exact dates of all upcoming sessions can be found
   on the **ARC Launch webpage**

ARC Launch Presentation & ARC Accelerate Pitch Template – Key Themes

The Problem

What is the problem you are trying to solve and for whom?

The Solution

What is your solution to the problem you have identified? How does your idea differ from existing solutions?

Market Validation

How do you know people need what you are offering? Have you spoken to anyone about it so far? If yes, what have you learned from these conversations?

ARC BUSINESS MODEL CANVAS

IDEA:

AUTHOR:

KEY PARTNERS (ESSENTIAL)
Who do you NEED to partner with to make it possible?

KEY PARTNERS (OUTSOURCING)
Who could you utilize to make it more impactful or efficient?

KEY ACTIVITIES
What do you need to be good at and do well?

KEY RESOURCES
What do you need to have or have access to?

VALUE PROPOSITION(S)
What is the offering of value for each audience segment?

AUDIENCE RELATIONSHIP
What kind of relationship do you have with each audience to get/keep/grow that audience?

AUDIENCE TRANSACTION CHANNELS
How do your audiences transact or buy from you?

AUDIENCE AWARENESS CHANNELS
How do your audiences discover you exist?

AUDIENCES (BENEFICIARIES, USERS, CUSTOMERS…)
Identify your audience segments; there may be overlaps of beneficiaries, users, customers, and other stakeholders.

COSTS
What are the biggest or most significant costs or cost structures in the idea?

REVENUES
How do you make or acquire money and who from?

IMPACTS
What difference do you make and how do you measure it?

ARC | LAUNCH

ARC Accelerate
ARC Pathway Stage 3

For researchers that have a specific venture idea
and are fully committed to commercialising

Outcomes

- Validate your venture idea and develop a business model
- Gain entrepreneurial and sector-specific skills
- Benefit from mentors & coaches tailored to your needs
- Be ready to pitch for funding or investment

Details

- 6-month virtual training
- Time commitment: at least 3 days/week (can be shared as team; exceptions are possible)
- Up to £62,500, with circa 80% fEC provided by ESRC, in line with its **standard funding rules**

Application

- Apply now on the **ARC Accelerate webpage**
- 2-stage application process:
- ➢ Expression of Interest (EoI)
- ➢ Full application and interview
- Rewatch the **application webinar** for more details

TTO/PSS Involvement

Your first time engaging with the programme:

- **Try to attend all sessions** to gain an overview of the training content and approach used

After that:

- **Attend a handful of participatory workshops** → will be flagged well in advance

Expected time commitment:

- **4h/week during the first month** of the programme

- **3-4h/month thereafter**

- This includes regular meetings with your academics → we recommend recurring meetings every 3 weeks

TTOs/PSS and the SHAPE Catalyst – Summary

- The ESRC/AHRC SHAPE Catalyst covers your essential training needs for all academics

- The 4-stage programme supports academics and their projects at different stages of their commercialisation journey

- It assists and aligns with research organisations and TTOs/PSS by focusing on scaling projects and developing academics' skills

- The programme runs until 2026 and is open to researchers from UK research organisations

Any questions?

Get in touch:

hello@arcaccelerator.io

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Quick Recap

The SHAPE Catalyst
– What will it do?

- **Equip** social science, humanities and arts researchers to explore how they can sustain impact from their research by bringing a product, process, service or experience to market

- **Develop** research-based ideas

- **Build** ventures from these ideas

- **Deliver** impact at scale

enhancing society and the economy

Who is eligible to apply?

- Applicants must have a PhD or similar research or innovation experience

- Applicants must be based at an eligible UK research organisation

- For more information, visit the ESRC research funding guide and check if you are eligible for research and innovation funding