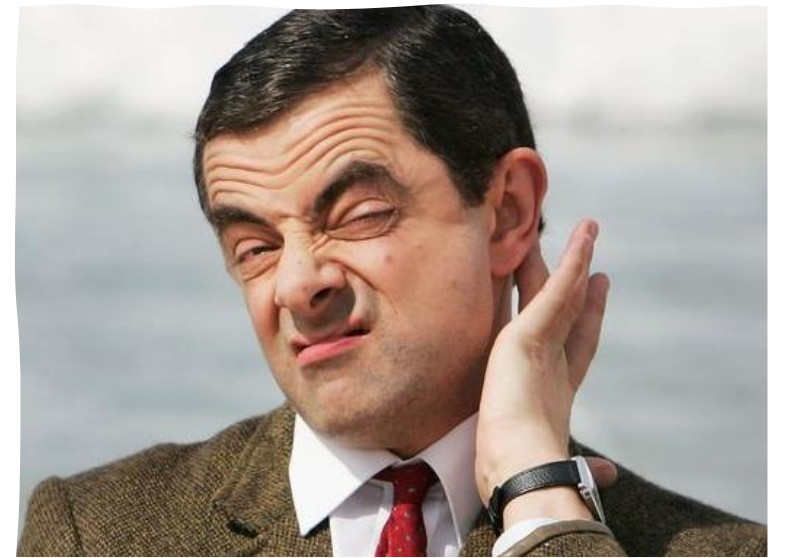


This Researcher Went to Market: Commercialisation as a pathway to impact

Sam McGregor

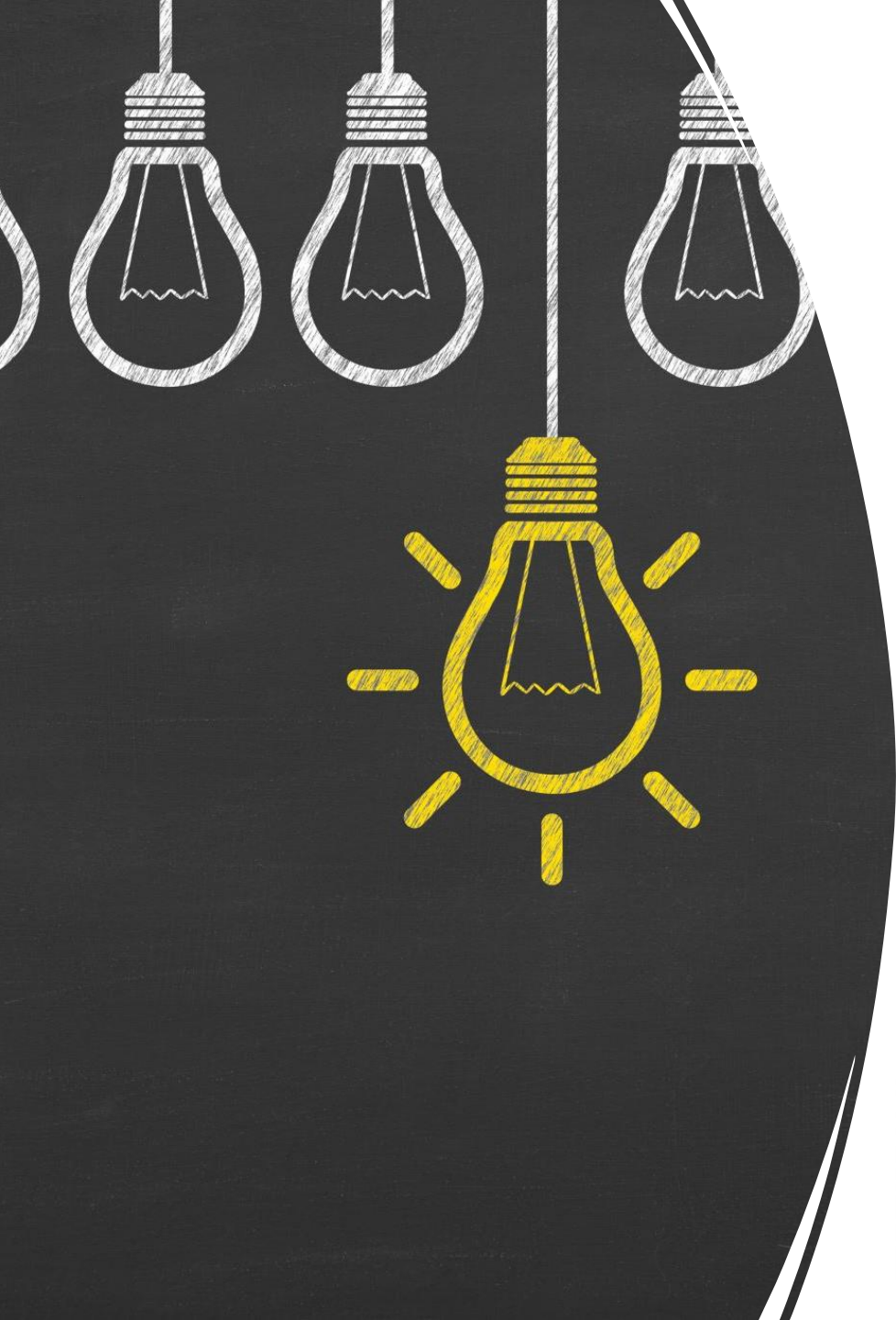
Head of AI & Design
Strategic Lead for KE, Translation & Commercialisation
AHRC





How do you feel about commercialisation?





UK Research and Innovation

UKRI's vision is to create an outstanding research and innovation system giving everyone the opportunity to contribute and benefit, enriching all our lives.

UKRI's mission is to convene, catalyse and invest in close collaboration with others to build a thriving, inclusive research and innovation system that connects discovery to prosperity and public good.



Arts and
Humanities
Research Council

“The work we fund underpins health, happiness, well-being and thriving places; it creates the space for research and innovation to make a difference to society and the economy.”

Definitions

Commercialisation	...is the process by which new or improved technologies, products, processes, services [and experiences]* (arising through research) are brought to market. It requires an intent and mindset to successfully progress along the technical and commercial readiness pathways
To market	...can mean a range of things from the traditional perspective of company or other entity selling the technologies, products, processes and services [and experiences]* directly to consumers or business to business, to consultancy-type services, not-for-profits, and includes royalty-free licensing
Profit	...the 'capital' generated from taking outcomes and outputs of your research to market, including social, natural, intellectual, cultural etc.

*AHRC are influencing this definition to include experiences

Are there other terms that aren't clear?

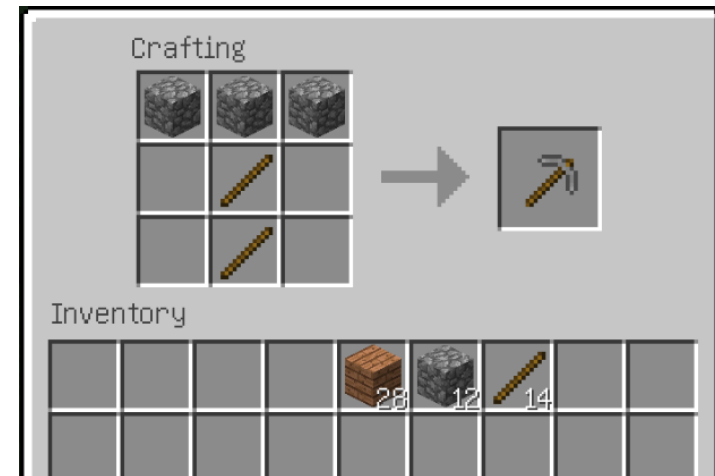


A tool, not just an outcome

Commercialisation is one of many pathways to creating impact and can be a powerful way to enhance and sustain research impact after projects end.

- Policy influence
- Public Engagement
- Knowledge Exchange
- Media relations
- Publications
- Commercialisation

Impact



Is commercialisation right for your research?

Consulting
services

Resources
(e.g. training
materials)

Products/
artefacts

Publications
(e.g. books,
monographs)

Exhibitions,
performances,
events

Curatorial
services

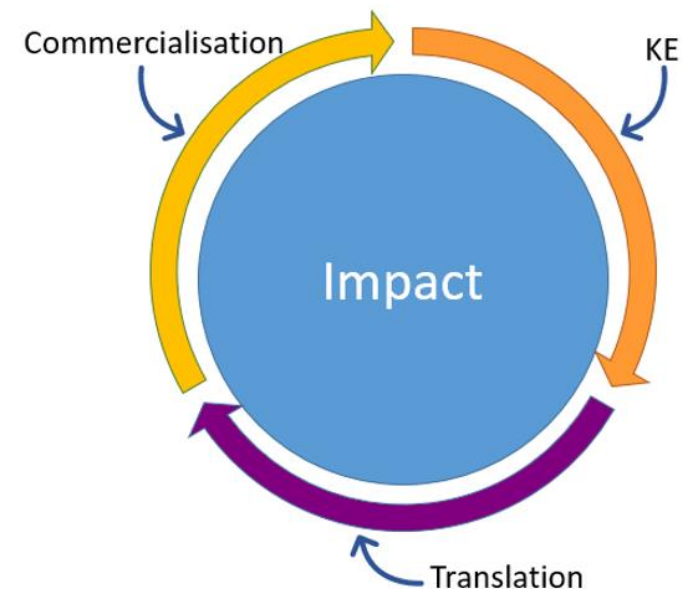
Case Study: Personalised ‘hugs’ aim to help people with dementia

The HUG comfort toy fills a gap in care. It offers opportunities for laughter, fun and joy that can make all the difference to someone living with dementia.

“Thelma spent most of her time in bed, barely opened her eyes, and seldom spoke...Within three months her health and quality of life had improved significantly, and she did not fall as often as she used to.”

What makes this commercialised?

A product/intervention is made available to others. It is underpinned by arts and humanities research and scaled-up and made a reality through partnership.

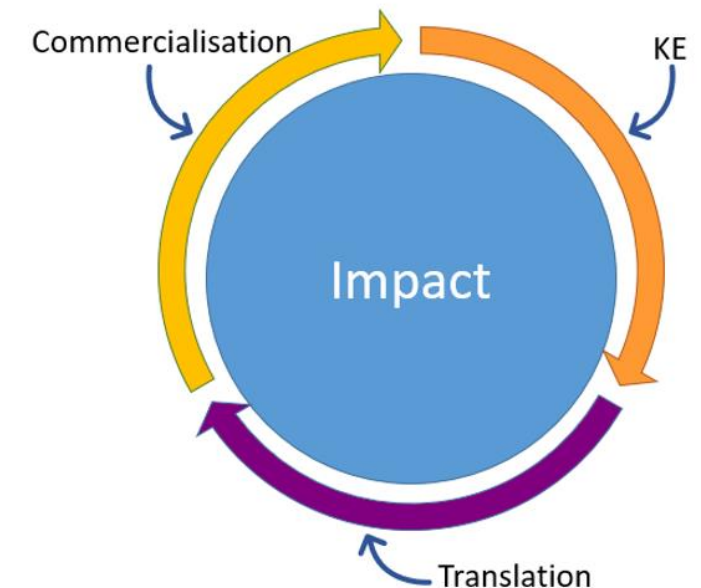


Case Study: Bringing art history to life with virtual reality

“We wanted visitors to connect this amazing painting on the gallery wall with the dramatic developments in European history that it symbolises from 400 years and 2000 miles away,” explains Focal Point VR’s Ian Baverstock. “VR is a great way to make that connection in a short, intense experience.”

What makes this commercialised?

An experience/service is made available to others. It is underpinned by arts and humanities research and scaled-up and made a reality through partnership.



What are we doing?

We are working to help make commercialising research a desirable reality by:

- committing to spend 10% of core budget on KETC activities by 2025
- establishing our first cohort of IAAs in 2022
- launching our first ever commercialisation funding call in February 2023
- influencing the UKRI IAA harmonisation process in April 2023
- partnering in the ESRC-AHRC SHAPE Catalyst programme with ARC Accelerator in September 2023
- mapping out current KETC portfolio across AHRC-funded projects
- reviewing our internal processes, systems, and paperwork to better reflect KETC activities and 'language'
- developing our own 'Impact Toolkit', which will include commercialisation
- elucidating what commercialisation can look like for A&H research by creating a bank of case studies
- working closely with our Public Engagement and Public Policy teams to embed a more systemic approach to impact

So...to market?

Is going to market right for your research?

- Think about it. It might not be right for you, or might not be right for you *yet*, and that's ok with us!
- What are your personal/institutional aims and objectives?
- What can you offer to others?
- What tool would be best to help realise impact through your research?



What other things should be considered?

Has your Bean changed?



Useful resources

ESRC impact toolkit, which includes 'How to commercialise your research'

<https://www.ukri.org/councils/esrc/impact-toolkit-for-economic-and-social-sciences/how-to-commercialise-your-research/>

AHRC Strategic Delivery Plan 2022-2025

<https://www.ukri.org/wp-content/uploads/2022/09/AHRC-010922-StrategicDeliveryPlan2022.pdf>

NERC 'Embedding impact in your application'

<https://www.ukri.org/councils/nerc/guidance-for-applicants/what-to-include-in-your-application/embedding-impact-in-your-application/#:~:text=A%20separate%20pathways%20to%20impact,of%20their%20case%20for%20support.>

UKRI Strategy 2022-2023

<https://www.ukri.org/publications/ukri-strategy-2022-to-2027/ukri-strategy-2022-to-2027/>

Dr Tony Soteriou, Director of UKRI's Commercialisation Shared Capability, 'UKRI's commercialisation plan: from ambition to action'

<https://www.ukri.org/blog/ukris-commercialisation-plan-from-ambition-to-action/>

ESRC-AHRC SHAPE Catalyst programme with ARC Accelerator

<https://www.ukri.org/news/4-million-for-research-commercialisation-to-benefit-uk/>



Questions?

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