Oxford University Innovation
Engaging with the **Social Sciences**

Content

Oxford University Innovation
Pathways to impact through commercialisation

Consulting Services
Support for academics and faculties within Social Sciences

Licensing & Ventures
Licensing ideas and supporting venture development

Oxford University Startup Incubator
Support for entrepreneur-driven ventures

Funding
Financial support for idea-based ventures

Contacts

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Cover top centre and bottom left: Cycle.Land
Cover centre image: Annemarie Papatheofilou

The Vice-Chancellor

66 I am delighted to see the range of entrepreneurial and innovative activities taking place in the Social Sciences and the support being provided by Oxford University Innovation. As a social scientist myself, I am acutely aware of just how much the social sciences have to contribute.

Smart, creative and exciting ideas are evident across these case studies. Innovation in all its forms is highly valued at Oxford. It has never been more important for the University to engage externally supporting pathways to impact as well as job creation, particularly for Social Science students. I look forward to observing the many developments and successes ahead. 99

Professor Louise Richardson,
Vice-Chancellor, University of Oxford

66 The Research Excellence Framework (REF) has placed impact at the very centre of the research undertaken by social scientists. While the pathways to impact are numerous and varied, I believe it is particularly important to take advantage of those that are best-supported within our own University. I therefore asked Oxford University Innovation to produce this brochure to demonstrate how it can support impact across the full breadth of the Social Sciences Division's research areas. The case studies outlined on the following pages provide some excellent examples of how OUI's engagement with the Social Sciences is already helping to enable innovative research to have worldwide impact. 99

Professor Roger Goodman,
Head of Social Sciences Division

Welcome

66 Oxford University Innovation's mission is to support researchers across all of the University, so I am delighted to take the opportunity that this brochure provides to showcase a number of successful engagements with colleagues in the Social Sciences. Through these case studies we demonstrate how OUI is committed to supporting the impact of the innovative research that is taking place across the Division.

Together we have much to offer, including the creation of new companies, providing access to academic consulting expertise, supporting the gestation of entrepreneurial ideas through our Startup Incubator, and enabling the wider community to share in Oxford's entrepreneurial activity through crowdfunding.

With the Research Excellence Framework requiring evidence of impact from research, Oxford University Innovation can support many pathways to impact. Our staff are dedicated to providing support that will lead to demonstrable impact through innovation, enterprise and entrepreneurship within the Social Sciences. We look forward to strengthening our ties in the future. 99

Linda Naylor, Managing Director,
Oxford University Innovation
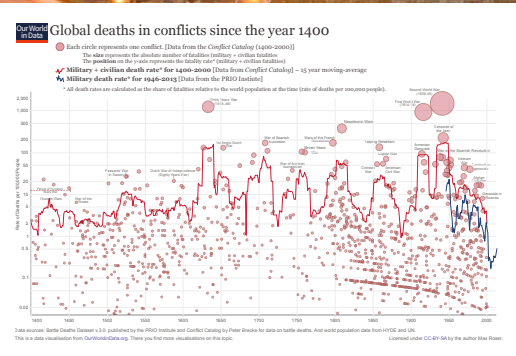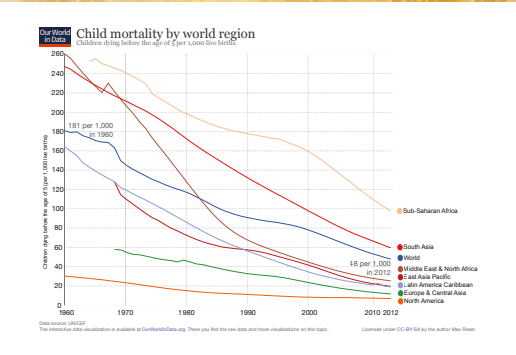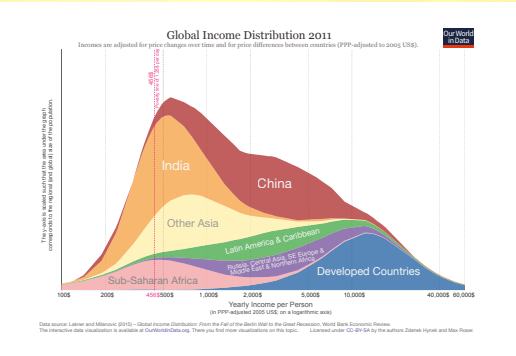
Consultancy support in the Social Sciences

I believe passionately that consulting activity is one of the most important ways that academic staff can make their knowledge and expertise available to external organisations. Through consulting, the University's research can make an early impact on the wider world and such interactions in turn benefit the University as academics bring back the insights, experiences and contacts they have gained as consultants to their teaching and research. We all know that Oxford expertise in the social sciences has helped inform and influence government policy, but did you know that consultancy projects managed by OUI have also helped to: develop leadership skills in local schools; critically appraise the work of the National Audit Office; evaluate the impact of scholarly digital content on wider society; advise NGOs on the migration crisis, and much, much more?

At OUI we recognise that academic consultants are motivated to undertake consultancy work for a variety of reasons, ranging from the desire to see their expertise applied to new challenges outside the spheres of teaching and research, through to financial benefits and the opportunity to build relationships that may lead to downstream research funding. Whatever the circumstances, the Consulting Services group at OUI aims to provide an efficient and effective transactional service which includes fee discussions, contract negotiation and insurance cover.

We are excited about the potential for consulting activity to play an important role in the division's impact and knowledge exchange strategies, and invite you to contact us to discuss how we might assist you.

Andrew Goff, Head of Consulting Services,
Oxford University Innovation

MAXIMISING TIME	REDUCING RISK	SUPPORTING IMPACT
Managing Projects Handling Admin Securing Payments	Negotiating Contracts Providing Insurance Protecting Interests	Finding Opportunities Preparing Proposals Offering Advice

Global Income Distribution 2011

Child mortality by world region

Global deaths in conflicts since the year 1400

> 66 For me, the collaboration with OUI is one of the aspects in which the University of Oxford is most helpful for my work. OUI helped to organise consultancy work, to facilitate collaboration with research institutes abroad, and with speaking engagements. The Consulting Services team have a lot of experience, which I could rely on for advice. I also appreciate how they get things done: from the first email about a new project to the final agreement and paperwork, things can move very rapidly and there is never a risk that important aspects are not thoroughly taken care of. I have often recommended to colleagues that they should collaborate with OUI and will continue to do so. And of course I'm looking forward to working with OUI in the future! 99
>
> *Dr Max Roser, Project Director,*
> *Our World in Data, Oxford Martin School*

Assisting with Max Roser's ever-changing world

You might well have heard of Our World in Data (www.ourworldindata.org) already. In June 2014, Dr Max Roser made this ground-breaking publication available online, having worked on it since 2011. Initially hosted by the Institute for New Economic Thinking and the Department of Economics, the project is now a free-to-use open resource under the aegis of the Oxford Martin School, mapping the ever-shifting story of civilization.

In Max's own words "Our World in Data is an online publication that shows how living conditions around the world are changing. It communicates this empirical knowledge through interactive data visualisations (charts and maps) and by presenting the research findings on global development which explain what drives the changes that we see and what the consequences of these changes are." Topics such as trends in health, food provision, growth and distribution of incomes, violence, rights, wars, culture, energy use, education, and environmental changes are scrutinised and empirically analysed and then presented to an audience of interested readers, journalists, academics and policy makers in an appealing visual style, allowing them to easily grasp how the observed long-term trends are interlinked.

It is not surprising that Max's efforts have attracted attention. Not only was Our World in Data visited by more than 2.5 million viewers and his graphics used in over 300 articles worldwide, but Max himself has received a number of invitations to speak at prestigious conferences. This is where he was able to rely on the Consulting Services provided by Oxford University Innovation (OUI). In the last 18 months, the team has supported Max with contractual and administrative arrangements on a number of occasions – for example, his presentation at a prestigious O'Reilly's "Next: Economy – What's the Future of Work" conference in San Francisco. OUI also assisted with the more practical arrangements of Max's collaboration with Gapminder for the data used in an hour-long BBC documentary on global poverty, featuring Hans Rosling.

A first class ticket to climate change resilience

In April 2016 Dr Raghav Pant and Dr Scott Thacker from the Environmental Change Institute (ECI) at the School of Geography and the Environment asked the Consulting Services team at Oxford University Innovation for help with a complex collaborative project. The objective was to assess the possible impacts of climate change on interdependent systems along HS2 – the planned high-speed railway linking London, Birmingham, the East Midlands, Leeds, Sheffield and Manchester. The project was managed by JBA Consulting – a group of engineers, environmental consultants, designers and scientists who for the last 20 years have been committed to improving the natural and built environment – and alongside the ECI team also included professionals from the Met Office.

With OUI's assistance, contracts and invoicing arrangements were put in place, and the work got underway. Raghav and Scott's insights enabled the project to make practical, science-based judgements based on world-leading techniques established by the University of Oxford's Infrastructure Transitions Research Consortium. Together, they led the development of a comprehensive methodology to assist civil engineers and designers in accounting for climate change interdependencies when designing the HS2 route. In particular, they developed and implemented methods for describing the interdependencies; created a risk-based approach for assessing the impact of climate change on HS2 interdependencies; and prescribed a methodology for categorising, assessing and prioritising any HS2 vulnerabilities arising from these interdependencies. Their work established a system-of-systems approach that provides HS2 with a holistic understanding of risk attributable to other interdependent utilities such as electricity, gas, water, etc.

In a nutshell, it is a comprehensive climate change risk assessment of interdependent infrastructures, which is an intrinsic part of HS2 Ltd's commitment to creating a resilient high-speed railway network.

> 66 HS2 is one of the most important UK infrastructure projects that can potentially transform the UK economy by facilitating improved capacity and connectivity between London, the Midlands and the North. By developing a guidance methodology with JBA we have been able to inform HS2 Ltd's future planning and design.
>
> The support provided to us by OUI in this project has been enormously beneficial in a number of ways. Probably most importantly, the concerns raised by the OUI legal team regarding data sharing and IP protection at the outset helped us redefine our project objectives and deliverables, while still being able to satisfy the client's requirements.
>
> Overall, working with OUI has made us pursue this consultancy opportunity with utmost freedom, knowing that our interests are being protected. We are looking forward to our future cooperation with OUI on consultancies that bring benefits to the client, us, and the University. 99
>
> *Dr Raghav Pant, Researcher, ECI,
> School of Geography and the Environment*

Photo: Ortodox /Shutterstock

Educating for education

Supporting the nation's auditors

" There were several advantages in using OUI for the arrangements of this project. The Consulting Services team liaised directly with the Ministry and the World Bank regarding contractual arrangements while I was able to concentrate on the technical part of the project. They advised on subcontracting researchers in aspects such as salary fees and contract types (e.g. single vs multiple contracts, fixed amount vs number of days etc.). What I appreciated most was the flexibility enabled by OUI. As well as protecting me from potential risks arising from contractual issues, they offered great flexibility such that it was possible to set up multiple subcontracts with various research assistants involved at different stages of the project. "

Dr Daniel Caro, Research Fellow, Oxford University Centre for Educational Assessment (OUCEA), Department of Education

In September 2016 Dr Daniel Caro, a Research Fellow at the Department of Education, delivered his first workshop in Lima on longitudinal modelling for the analysis of differential achievement growth of Peruvian studies over the course of schooling, employing data from national assessments. This marked the beginning of a seven-month-long project with the Peruvian Ministry of Education, partly financed by the World Bank.

Delivering improvements

The project provided training for the Ministry's Analysis Team, and delivered proposals for a dynamic model of educational effectiveness to map the learning trajectories of students in reading and maths over the years. It also made recommendations that would contribute to the design and execution of focused education policies that meet the specific needs identified in certain groups of students and schools.

Negotiation and administration

Although Daniel and his team carried out most of the technical proposal writing (in Spanish), experts at Consulting Services at Oxford University Innovation were able to advise and steer on the more 'administrative' side of the exercise including an overall budget.

OUI handles the invoicing and the management of the redistribution of funds amongst the project team members. This allows the latter to fully concentrate on the fun part of the study without having to spent valuable time on project administration.

The National Audit Office, often called the government's watchdog, scrutinises government spending on behalf of parliament and saves taxpayers millions of pounds, estimated in 2015-16 as £19 in savings for every £1 spent running the Office. In their Value for Money (VFM) studies, the NAO examine how government departments are spending taxpayers' money, and produce reports which are presented to Parliament's Public Accounts Committee.

After a competitive tendering process, in 2004 Oxford University Innovation was awarded an initial contract to manage the independent and objective review of the VFM reports. Since then OUI has continued to externally review NAO reports alongside two other reviewers. Over time, more than 55 different academics across the University – mainly from the Social Sciences – have undertaken consultancy on this project and provided their invaluable input on close to 300 reports.

More recently, the core team of Oxford reviewers has also been advising the NAO on the development of best practice in the form of thematic reviews, tackling various topics from systemic issues brought out in NAO work, to the nature and scope of the VFM outputs. Both the NAO and the Oxford team are keen to build on the good relationships established over the years and have agreed to conduct regular bi-annual meetings between the NAO review teams and the academic reviewers to allow for more open and spontaneous exchange of feedback and ideas.

This long-standing relationship has not only benefited the NAO, but has indirectly contributed to saving taxpayers' money. **Professor Anthony Heath, one of the academic reviewers, observed that of all the government work he has done "this is probably the work that has had the most direct positive impact".**

" Conducting reviews for the NAO is a way of engaging with important issues in the conduct of a great variety of our public services. Those issues are current, often ongoing, and it is not unusual for large sums and multiple stakeholders to be involved. It is a particularly stimulating activity for an academic, knowing one's views and advice will be given serious consideration, make a difference to the NAO's vital work, and through that work to the public service itself. "

Roy Westbrook, Emeritus Professor, Saïd Business School
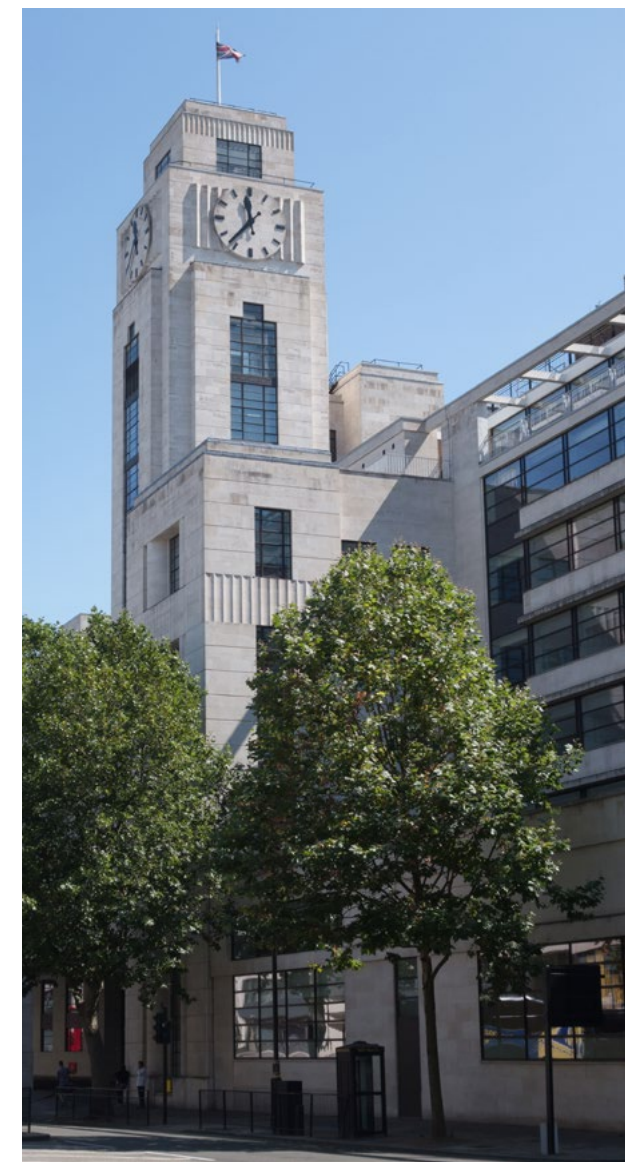
NAO
National Audit Office

Enigmma variations

> 66 OUI has managed negotiations and contracts for my consulting and teaching in Georgia and Azerbaijan over the last two years, bringing numerous benefits: the peace of mind of the legal protection; the time saved by OUI managing contracts; the good daily rates they negotiated, to name but a few.
>
> By working with OUI, I know my interests are being protected. My department has also benefitted: when a client wanted me to take on more consulting work than my contract allows, OUI easily ensured I was able to take on the remaining work on behalf of the department instead – generating extra income for both myself and the University.
>
> The team have always been charming, helpful, and great to work with. 99
>
> *Rob McNeil, Head of Media and Communications, The Migration Observatory, COMPAS*

The ENIGMMA ("Enhancing Georgia's Migration Management") project began in 2013, with funding from the EU. The overall objective of the programme, which is implemented jointly by a number of organisations including the International Centre for Migration Policy Development (ICMPD), is to enhance the capacities of Georgian authorities in the area of integrated border management and migration in line with relevant EU-Georgia agreements, in particular the Visa Liberalisation Action Plan.

One of the aims of the project was to learn how best to disseminate information on migration and visa issues to the public, and to recognise the importance of the journalists and media that act as a conduit for such information. The ENIGMMA and Georgian teams looked at issues such as existing negative attitudes and current relationships with key media outlets, and gathered information to pinpoint targets, goals, key messages and possible pitfalls. The outcomes were a report containing strategy recommendations, along with advice on the delivery of campaign materials and evaluation forms, and a training video on migration issues for journalists.

The programme also provided a week-long International Summer School on Migration in 2015. This offered research-oriented, multidisciplinary and innovative academic courses on issues related to the migration situation and policy in Georgia, including the role of media on migration studies and vice versa. Due to its great success, the school was repeated in 2016.

In both areas – the information campaigns and the summer school – ICMPD was able to rely on the professional advice of the Oxford's Centre on Migration, Policy and Society (COMPAS) at the School of Anthropology and Museum Ethnography, and in particular on the skills of Rob McNeil from The Migration Observatory. Rob had run one of his past consultancy projects through Oxford University Innovation and was therefore aware of the benefits that such contractual and administrative arrangements could provide. Instead of managing negotiations and paperwork he was able to concentrate on preparing the syllabus for the summer school and filming training videos – tasks undoubtedly more rewarding and closer to his specialist interests.

Small photos from top left: An entry from a photo competition "What does EU mean to me?" Centre: Summer School on Migration in Georgia, 2015. Bottom: Mountain landscape with the highest mountain in Georgia, Shkhara. Main photo: Signagi in Kakheti region, Georgia.

Photo credits: Irakli Tabatadze; Xenia Pilipenko, ICMPD; Kotenko Oleksandr/Shutterstock; Main photo: SJ Travel Photo and Video/Shutterstock

Licensing & Ventures:
realising your ambitions

If you have an idea which has come from your research and you are looking for ways to make an impact with it, our Licensing and Ventures team can help you develop and realise your ambitions.

If you want to lead the idea, we can support you. If you want to support the idea, we can help to put together a team around you to make it happen. If you discover a better way to do things that other people will find useful, we offer alternative routes to getting your idea out to maximise its impact.
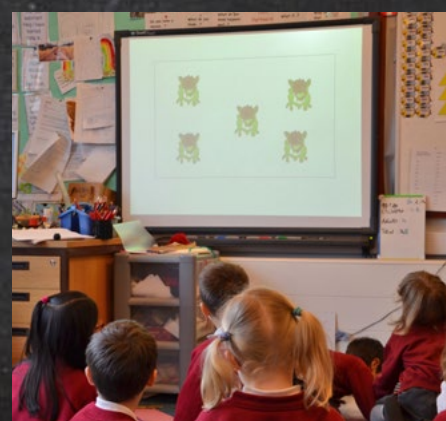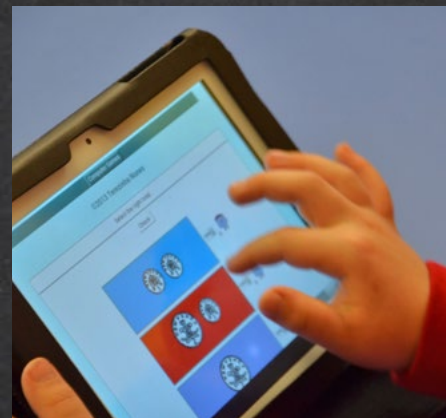
We can do this in one of two ways. We can:

- license your ideas so that others can use it, or
- create a company around you to deliver the idea to others.

The company or licence could be profit-making, a mechanism for returning much-needed research funding back to the department, or a social enterprise.

Throughout the process we will tailor the process to your needs and enable you to guide your idea in the way that suits you to achieve the objectives you have.

Mark Mann, Innovation Manager, Oxford University Innovation

Reasoning First:
mathematical reasoning in Year 2

Many children struggle with numeracy (mathematics), and fall behind their classmates at school. The Reasoning First programme, developed by Professor Terezinha Nunes and the Children Learning Research Group from the Department of Education, has been shown to have a positive impact on pupils' numeracy ability, equating to three additional months' progress.

The programme is designed to promote children's quantitative reasoning, understanding the relations between numbers, and being able to use them to solve problems as part of developing their understanding of the logical principles underlying mathematics. The programme includes online games, classroom exercises, training materials and guides.

Terezinha and her team have trained Year 2 teachers from seven schools in Suffolk, introducing them to the programme, explaining the concepts, and allowing them to explore the learning activities for themselves.

The Oxford team also trained a Work Group Lead from the participating Maths Hub, which in turn was supported in the delivery of the programme by the National Centre for Excellence in the Teaching of Mathematics (NCETM) and the Education Endowment Fund (EEF).

School children from these seven schools will use the programme over the next three months. The lessons include electronic resources, such as PowerPoint, which the teacher uses for whole class teaching, and online games that the children can access at school and at home.

The Work Group Lead will provide further support to the teachers through a school visit during the period in which they are delivering the programme.

Oxford University Innovation worked with Terezinha to ensure that the programme (including training) was licensed to the schools, and managed subcontracting of the Work Group Lead. It is early days yet but there is certainly excellent potential for rolling-out the education package to other schools, maximising the effect and impact of the original research.

> 66 I approached Oxford University Innovation to help with the licensing and costing of the Reasoning First Intervention Package. The idea was to provide a platform and infrastructure needed for a sustainable roll-out of the intervention to schools nationally in the long-term. We had teething problems at first, as could be expected, but are now in a good position to disseminate the outputs of the research project more widely. 99
>
> *Terezinha Nunes, Professor of Educational Studies, Department of Education*

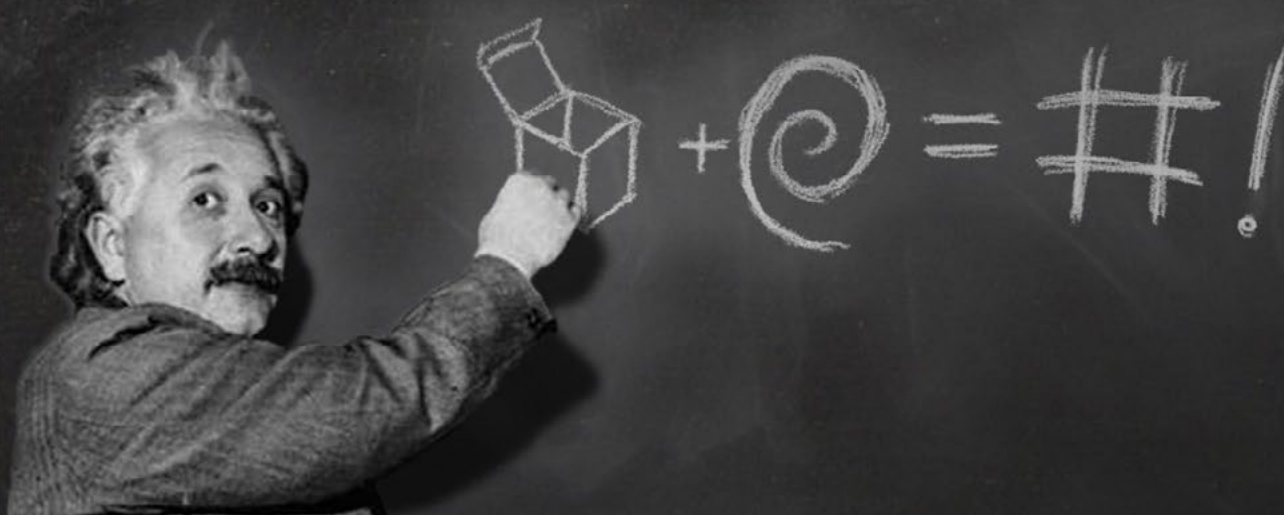Photos: Schoolchildren taking part in the Reasoning First programme

Photo credits: Adaptation from crunchbang.org

Smartphones become SmartStones

Imagine your job is to monitor environmental conditions in a remote archaeological site. Every morning, regardless of what the weather throws at you, you pack your cheese sandwich, water bottle and a pair of binoculars and put on your trusty walking boots to cover the five-mile trek. You take your readings, polish off your sandwich and return back to log the data on your computer. Or, you could use a SmartStone instead. True, this approach would severely limit your daily step count, but it would certainly free up your time. And increase the accuracy of your data. And lower your costs. And… let us explain:

While, over the last decade or so, smartphones have dramatically reduced in price, they have become increasingly sophisticated mini-computers with features that make them highly adaptable as monitoring devices. A chance meeting in early 2014 between Dr Russell Layberry from the Environmental Change Institute and Katrin Wilhelm, then a DPhil candidate in the Oxford Rock Breakdown Laboratory, resulted in cross-fertilisation of ideas between the fields of heritage conservation science and energy research. Together they developed a phone-based system that transforms an everyday device into an affordable micro-climate monitor.

An adapted smartphone can be used to monitor anything that can be converted into a voltage, such as temperature, humidity or light levels. The applications are extremely varied. For example, disguised as stones to deter thieves, the phones have already been tested at an archaeological excavation site in Turkey, and travelled to Pompeii as part of the Pompeii Sustainable Preservation Project.

With climate change posing increased risk to heritage assets there is a need for a better understanding of the interaction between climate and cultural remains. By measuring the environmental parameters in-situ, SmartStones can significantly inform decision-making in cultural heritage protection. Measurements are made every five seconds and streamed to the lab in Oxford, providing data that can be analysed and used to inform practical conservation measures. All this for the cost of a smartphone, compared to the £10k-plus running costs of some more bespoke monitors.

The next step is commercialisation, which is where Oxford University Innovation is offering their expertise. The research has attracted a NERC Pathfinder grant to investigate the commercial potential of the monitors, and it is hoped that SmartStones will soon be out of the research lab and into the streets, fields and buildings where they could make a world of difference.

66 I conceived of, designed and implemented a number of android smartphone-based environmental data loggers. These loggers monitor and log the environmental variables of interest and upload the data in real time to the cloud for visualisation and further archiving. Communication is two-way between the phone and the cloud and between the phone and the environmental monitoring break-out board where communication is via 3.5mm microphone jack. OUI supported protection of the IP and introduced me to various interested third parties via their extensive network. They have been instrumental in pushing the project forward, and also in arranging third party validation of the technology and a market segmentation analysis of potential commercialisation routes. 99

Dr Russell Layberry, Senior Researcher, ECI, School of Geography and the Environment

Photo above: Katrin Wilhelm, at an archaeological excavation site in South Turkey, installing SmartStone monitors. Right: Fresco in the macellum at Pompeii.

Oxford University Startup Incubator: we are here to support entrepreneurs

Oxford University Innovation recognises that within the Social Sciences Division there is a growing appetite for engagement in creative and entrepreneurial thinking which can lead to the development of a startup based on these fresh ideas. The Oxford University Innovation Startup Incubator can help support budding entrepreneurs to do just that.

We can tailor the support you need to fit the specific challenges of your new venture. The Oxford University Innovation Startup Incubator is aimed at members and ex-members of the University of Oxford wanting to start or grow entrepreneur-driven ventures that are not University spinouts.

The Oxford University Innovation Startup Incubator has been in operation since 2011 and has:
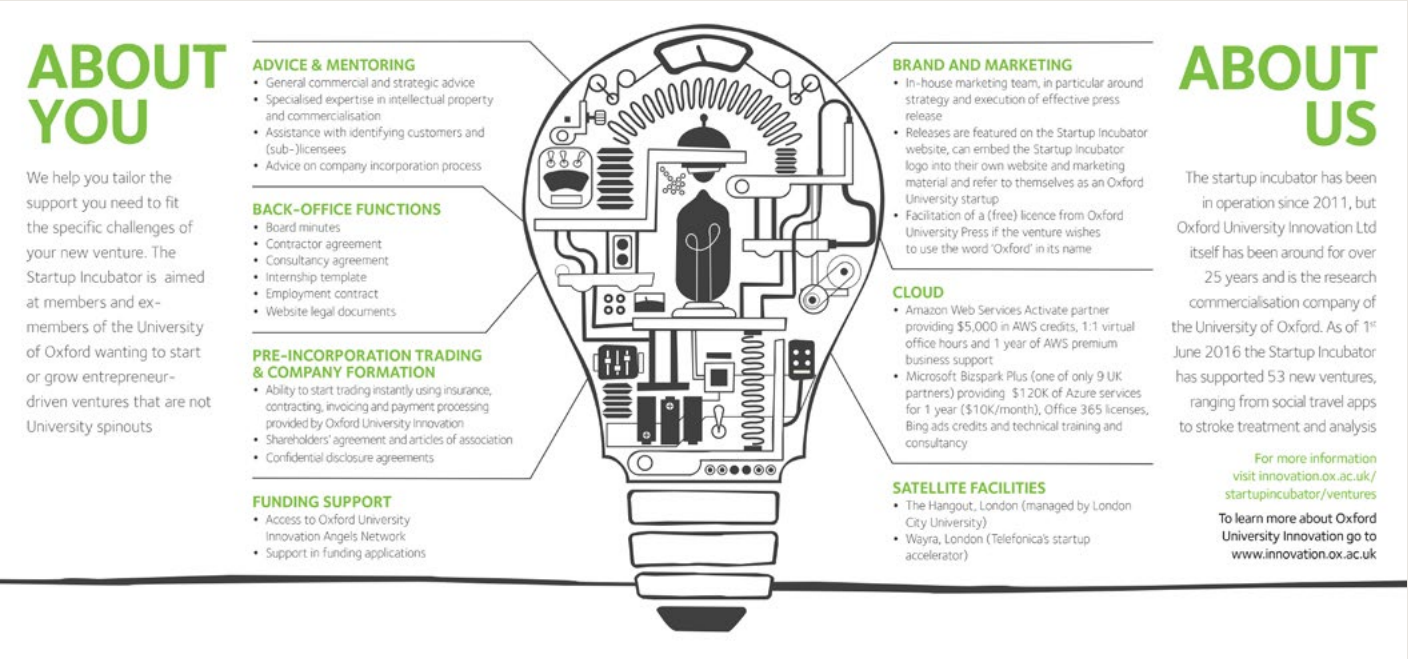
- taken in over 50 startup ventures ranging from the medical domain to social media data analysis
- worked with them on minimum viable product development and initial commercial traction
- supported incubator ventures in attracting over $40 million from a range of public and private sources.

We typically support founders from the idea stage, but also take in and successfully accelerate more mature ventures. We have built our programme from the ground up for an academic environment – we realise you may not be able to work full-time on your venture from day one and have set up our process and structure to accommodate this.

In particular, this applies when there is no requirement for expensive protection of a patent or expensive research facilities, or product design, validation or trials. However, there is often a need to carry out some significant technical or commercial development to create the business opportunity, e.g. building a user-friendly front end for software or building a customer base. This work is time-intensive but does not (at least in the first instance) require external financial investment.

Example case studies of three Social Sciences based incubator startup companies Pilio, Cycle.land and Onfido are shown on the following pages. **If you have an idea and the time and energy to start your own venture, then please consider the new The Oxford University Innovation Startup Incubator.**

Roy Azoulay, Senior Technology Transfer Manager, Oxford University Innovation

ABOUT YOU

We help you tailor the support you need to fit the specific challenges of your new venture. The Startup Incubator is aimed at members and ex-members of the University of Oxford wanting to start or grow entrepreneur-driven ventures that are not University spinouts.

ADVICE & MENTORING
- General commercial and strategic advice
- Specialised expertise in intellectual property and commercialisation
- Assistance with identifying customers and (sub-)licensees
- Advice on company incorporation process

BACK-OFFICE FUNCTIONS
- Board minutes
- Contractor agreement
- Consultancy agreement
- Internship template
- Employment contract
- Website legal documents

PRE-INCORPORATION TRADING & COMPANY FORMATION
- Ability to start trading instantly using insurance, contracting, invoicing and payment processing provided by Oxford University Innovation
- Shareholders' agreement and articles of association
- Confidential disclosure agreements

FUNDING SUPPORT
- Access to Oxford University Innovation Angels Network
- Support in funding applications

BRAND AND MARKETING
- In-house marketing team, in particular around strategy and execution of effective press release
- Releases are featured on the Startup Incubator website, can embed the Startup Incubator logo into their own website and marketing material and refer to themselves as an Oxford University startup
- Facilitation of a (free) licence from Oxford University Press if the venture wishes to use the word 'Oxford' in its name

CLOUD
- Amazon Web Services Activate partner providing $5,000 in AWS credits, 1:1 virtual office hours and 1 year of AWS premium business support
- Microsoft Bizspark Plus (one of only 9 UK partners) providing $120K of Azure services for 1 year ($10K/month), Office 365 licenses, Bing ads credits and technical training and consultancy

SATELLITE FACILITIES
- The Hangout, London (managed by London City University)
- Wayra, London (Telefonica's startup accelerator)

ABOUT US

The startup incubator has been in operation since 2011, but Oxford University Innovation Ltd itself has been around for over 25 years and is the research commercialisation company of the University of Oxford. As of 1st June 2016 the Startup Incubator has supported 53 new ventures, ranging from social travel apps to stroke treatment and analysis.

For more information visit innovation.ox.ac.uk/startupincubator/ventures

To learn more about Oxford University Innovation go to www.innovation.ox.ac.uk

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Energy management with scientific integrity

" Pilio benefitted at its early inception from the Incubator services including mentoring, participation in Saïd Business School's software entrepreneurship course, and introductions into its investor networks. It has moved on dramatically over the five years since the start with additional support from Climate-KIC and Angel Academe. "

Catherine Bottrill, Pilio founder

Having passed the fifth anniversary of Pilio Ltd, the first startup company created through the Oxford University Innovation Startup Incubator, we take a look at the milestones in Pilio's successful history.

Founded by Catherine Bottrill and Dr Russell Layberry, Pilio empower companies to make smarter energy management decisions and lasting financial, energy and carbon savings across their business.

Pilio has developed a 'software-as-a-service' model to provide businesses with the ability to build energy insight reports, assessing their energy consumption patterns, trends and anomalies. The software evaluates the opportunities, identifies waste and evaluates the effectiveness of energy saving measures. Alongside the software, Pilio conducts on-site energy audits and staff training.

After a period of eight months in the OUI's Startup Incubator, Pilio was incorporated as a limited company. The Incubator provided access to OUI's business infrastructure, allowing the venture to support clients prior to the formation of a company, together with mentoring and access to a network of business contacts.

Pilio now boasts a diverse client portfolio ranging from the Royal Albert Hall to Whitbread Plc, the UK's largest hotel, restaurant and coffee shop operator. The Royal Albert Hall is one of over 100 cultural buildings Pilio is supporting in their drive to increase energy efficiency. Chris Cotton, Chief Executive of the Royal Albert Hall describes Pilio's software as "simple to access and an extremely effective tool in getting a snapshot of energy consumption to then take appropriate action to improve efficiency".

Photo: David Samuel/Wikipedia

Cycle of success

> ❝ Oxford University Innovation has been my dream partner, giving Cycle.land the financial and institutional support to move rapidly from an idea to a trading business. With that support, the Cycle.land team was able to build a fast-growing bike sharing marketplace in Oxford within a few months. Our mentor, Roy Azoulay, who runs the Oxford University Innovation Startup Incubator, was one of the first enthusiasts about the idea of peer-to-peer bicycle sharing. Through him we also met the Funding team who have been helping us to become "investment ready". ❞
>
> *Agne Milukaite, CEO, Cycle.land*

Oxford University alumnus Agne Milukaite launched Cycle.land in April 2016. During her studies, Agne, like many other Oxford students, relied on a bike for transport; and although this was second nature to someone from a Lithuanian 'biking town', it gave her an idea for an online bike-sharing scheme, and Cycle.land was born.

Agne's Oxford-based bike-sharing mobile-enabled website has seen user numbers increase by 100% month on month since its inception, and now has hundreds of bikes for rent across the city. Registered cyclists list their bikes with a picture and a short description, including location and rental price, to make them available to over 1,000 potential customers, mainly students.

But Cycle.land does not stop at students or at Oxford. Plans are already underway to expand the peer-to-peer sharing models to Cambridge, Bristol, Brighton, Edinburgh, East London and elsewhere. Rapid growth has encouraged Agne to look beyond Oxford and conceive plans for a global bike sharing community. It's true that in some places Cycle.land might be 'competing' with other bike-renting schemes but Agne doesn't see this as a problem: "Cycle.land can help to bridge the bike-share gap for smaller places with more limited funds, and to build a new network of alternative transportation in the process".

The birth of Cycle.land was supported by the Oxford University Startup Incubator. They supported the team in translating their idea into a working minimum viable product, validating the business model supporting this product, and running a successful crowdfunding campaign.
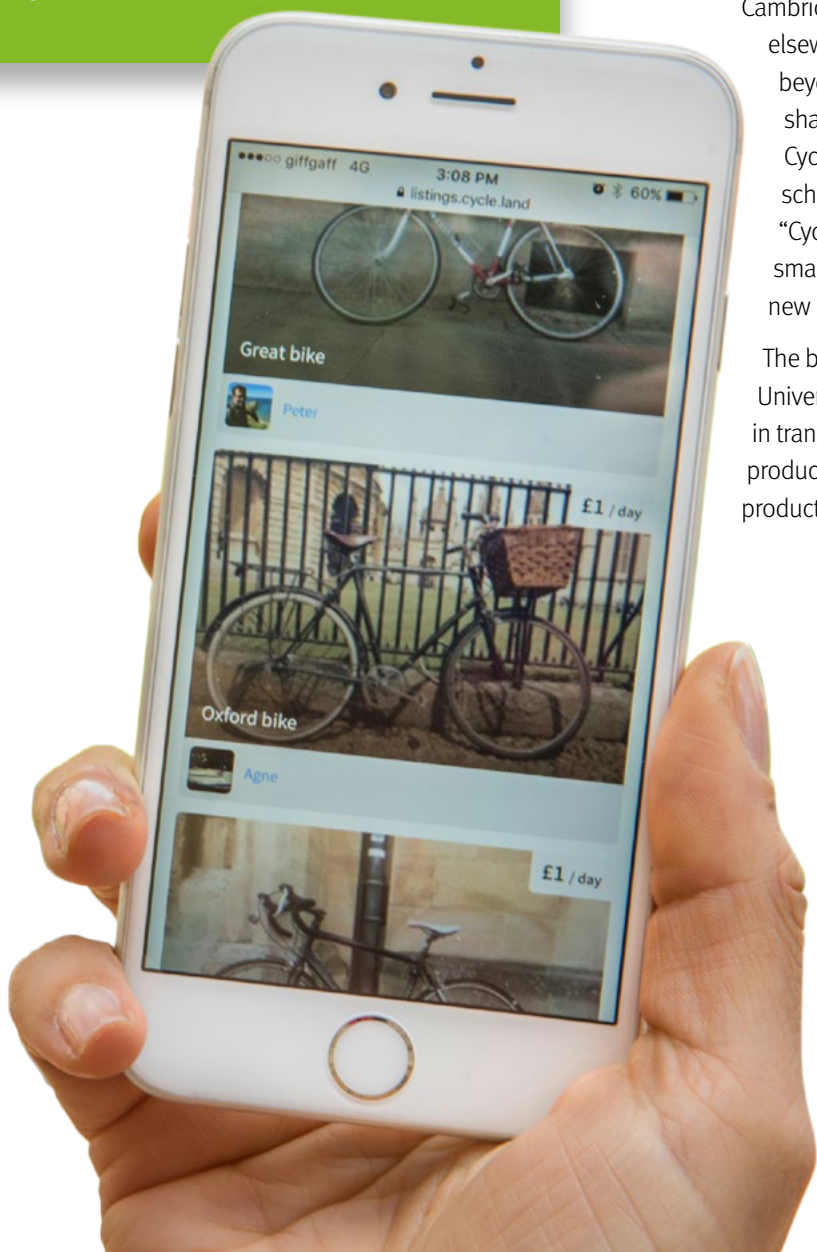
Aiming high

> ❝ The support of Oxford University Innovation was instrumental to getting the fledgling Onfido off the ground, and to helping us build into the global business we are today. As first time entrepreneurs straight out of university, OUI provided us with guidance we'd otherwise have struggled without, and connected us to mentors, advisors and even our first customers. Fundamentally, they also gave us, three graduates in our early twenties, the credibility we needed to compete. The Startup Incubator is a fantastic initiative and an invaluable resource for young entrepreneurs, and Onfido is a proud alumnus. ❞
>
> *Husayn Kassai,*
> *Co-Founder and CEO*

In early 2015, Startup Incubator graduate company Onfido made the front page of tech news site TechCrunch when it closed a $4.5m Series A investment round.

Investors included the founders of lastminute.com, One Fine Stay, BlaBlaCar, former managing directors of Google UK and Waterstone's, and institutional investor Wellington Partners. By August of 2016, it had reappeared on the front page of TechCrunch, this time announcing the closing of a $25m Series B round.

Onfido is the first venture for Oxford graduates Husayn Kassai, Eamon Jubbawy and Ruhul Amin, all in their mid-20s. They took the idea for a remote identity verification solution from inception to incorporation in three months with the help of the Startup Incubator's intensive summer incubator programme.

The Startup Incubator programme provided commercial mentoring, intellectual property advice, assistance in identifying potential customers, enquiry handling and advice on formation of a limited company. This provided the groundwork for the team to build its next-generation identity verification, which helps businesses verify that their customers are who they claim to be, without the need to meet them face-to-face.

Demand for the service grew quickly and Onfido built an international client base of over 300 clients in eighteen months simply from referrals. Today, Onfido services over 1000 clients worldwide, has a team of 145 and offices in London, San Francisco and Lisbon.

Offering robust, scalable Identity Verification and background checks, Onfido has successfully helped build trust and open the door to businesses and end-users in the financial services, on-demand and retail sectors.

Funding for startups:
Social Impact Investment Forum

Great business ideas must be nurtured from conception with systematic support. Historically, Oxford University Innovation has provided this in the form of protecting, financing, and commercialising intellectual property with over 100 licensing deals and the incorporation of 20 spinout companies in the last year. This process has largely suited the commercialisation of research from Medical Sciences and the Mathematical, Physical and Life Sciences Divisions that tend to generate intellectual property in the form of patents and copyrights.

Entrepreneurial initiatives from Social Sciences and the Humanities Divisions are less likely to have intellectual property associated with them, and therefore have not benefited as much from this support structure. However,

the success of the Oxford University Startup Incubator, which nurtures and accelerates idea-based initiatives (over 50 incubatees to date), has proven that exceptional rewards can be achieved by creating new methods of support that are targeted to the needs of projects from these Divisions.

Oxford University Innovation is addressing the remarkable opportunity of investing in the growing pipeline of idea-based ventures originating from the Humanities and Social Sciences Divisions by launching a new Investment Forum.

The Forum will bring together seed investors and new opportunities from the Humanities and Social Sciences Divisions and will be active from 2017.

Adam Workman, Head of New Venture Support and Funding, Oxford University Innovation

OxReach: rewards-based crowdfunding platform

Rewards-based crowdfunding is a collective effort involving a group of people (the "crowd" or backers) and a project creator. The creator requests the crowd to contribute small amounts of capital to fund his or her concept. In return for the crowd's contributions, rewards or perks are offered. These rewards are typically of higher sentimental value than purchase value. An example may be a card of thanks from the project creator.

What have we done: Oxford University Innovation has set up a rewards-based crowdfunding platform with the educational crowdfunding experts at Hubbub.net. Through the platform, members of the University can solicit additional financial support for high-impact philanthropic projects and ideas that they are most passionate about.

You can check out the platform at:
www.oxreach.hubbub.net

Why have we done it: Previously, if an Oxford initiative fell between the silos of research and commercial funding there was a limited support network to enable the progression of ideas that will deliver on impact, but not necessarily on commercial return. The OxReach platform helps to fill this gap. The platform provides a formal but easy-to-use infrastructure for members of the University to leverage personal and professional networks to gain philanthropic funds.

How you can get involved:
From March 2016 to March 2017 (pilot year) it is hoped that up to 10 campaigns will be launched on the site.

Crowdfunding campaigns launched on OxReach, rather than other generic crowdfunding platforms, experience the following benefits:

Lower fees: Standard fees on similar crowdfunding websites can be anywhere between 4-12% of the total amount raised. OxReach will not charge such fees as the platform is funded by the IT Services Innovation Fund.

Standing out from the crowd: The site will be dedicated to projects from the University of Oxford and will not get lost in a mass of other projects from outside parties.

Professional advice: The Oxford University Innovation team will provide advice and guidance on how to achieve fundraising success.

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