

THINKING LIKE A SOCIAL ENTREPRENEUR TO TAKE HEALTH & SAFETY RESEARCH TO MARKET

Taking a social entrepreneur approach focuses us on creating impact, enabling the creation of innovative but practical solutions and utilizing multi-channel delivery to transfer knowledge and share research findings. This *Social Entrepreneurial Commercialization Model* was developed by: Glenn Cullen & Kim Slade



What might happen if we combined **research expertise** with **entrepreneurial principles**, **product development** and **marketing expertise** to:

- create **impact**,
- drive **reach**, and
- generate **revenue** that can be **reinvested** in research and prevention efforts?

COMMERCIALIZATION MODEL

Questions to Ask:

- What value can be created?
What is the purpose?
- How will impact be measured? (reach, revenue, or both)
- What evidence exists or is needed?
- Who can help? What skill-sets do I need?
- Is there a market for the problem or solution?
- Will this impact prevention?
- How will revenues be utilized?

Explore



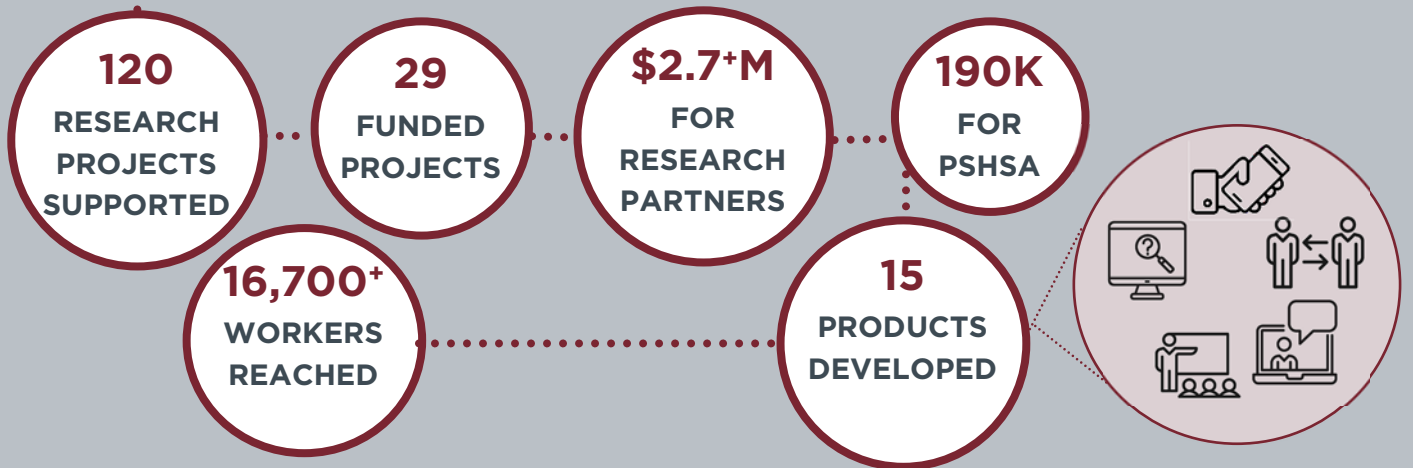
Create



Commercialize



2013-2018 RESULTS



WE HAVE FOUND ENTREPRENEURS & RESEARCHERS HAVE COMPLEMENTARY SKILL SETS*

*Self rating of most important attributes from highest to lowest

- Passion
- Determination
- Creativity, Interest in Solving Puzzles
- Appetite for Risk
- Acceptance of Failure
- Resiliency
- Leadership Skills
- Collaboration Skills
- Strong Educational Background



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HOW WE SUPPORT RESEARCHERS

CREATE CONNECTION TO THE MARKET & SECTORS WE SERVE

- Generate engagement and support for research in workplaces
- Increase profile of research partnership
- Identify potential practical applications

SUPPORT FUNDING APPLICATIONS

- Identify funding opportunities
- Support development of funding applications

SUPPORT AND ENGAGE IN KNOWLEDGE TRANSFER

- Share published findings and articles, website,
- Provide social media, and promotional support
- Development and Delivery of conference presentations

PROVIDE PRODUCT DEVELOPMENT & NEEDS ASSESSMENT EXPERTISE

- Identify target market, market needs
- Apply product development methodologies
- Identify IP protection requirements

MARKETING AND MARKET MOBILIZATION

- Identify best mechanisms to mobilize findings to the market - focus on reach
- Provide marketing and business expertise to bring the new solution to market
- Develop marketing strategies

COMMERCIALIZATION EXPERTISE

- Market testing and prototype development
- Identify appropriate revenue streams (licensing, direct sales, digital, etc.)
- Provide market ready solutions

CONTACT US TO TALK ABOUT HOW WE CAN SUPPORT YOUR RESEARCH PROJECT

Kim Slade, Director Emerging Marketing & Commercialization

kslade@pshsa.ca

Glenn Cullen, CEO and COO

gcullen@pshsa.ca