

Shared TTO for IP- and Capital-Lite Ventures

NARMA Conference 2025



KINDLINGVENTURES.COM

About Kindling Ventures

- ▶ We help research organisations build innovative and sustainable social ventures that deliver impact at scale
- ▶ Our guided pathway programmes support researchers on their valorisation journey to sustain and scale the impact of their research
- ▶ Part of the SHAPE Impact Kollektiv, a group of international impact and commercialisation experts for the social sciences, humanities and arts



What are IP- and Capital-Lite Ventures?

- ▶ Product or service offering requires little capital investment to test and validate the sustainability of the venture and its impact
- ▶ Can go to market quickly to test commercial potential and use early sales to drive redesign for market fit
- ▶ De-risk through university consulting or other forms of pre-incorporated trading;
- ▶ Primarily non-patentable IP (e.g., software, know-how, algorithms)
- ▶ Can adopt diverse corporate structures that optimise for impact, which are impossible for heavily capitalised spinouts
- ▶ Can be based on research from any discipline

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Examples of IP- and Capital-Lite Ventures



We create evidence-based tools to facilitate constructive engagement with shame in professional organizations and beyond.

[Mission & Vision](#)

Research

We examine the nature, impacts, and prevalence of shame in professional settings.

Training

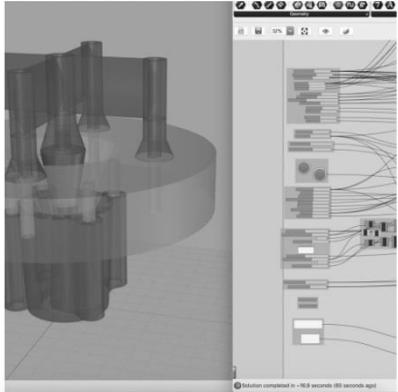
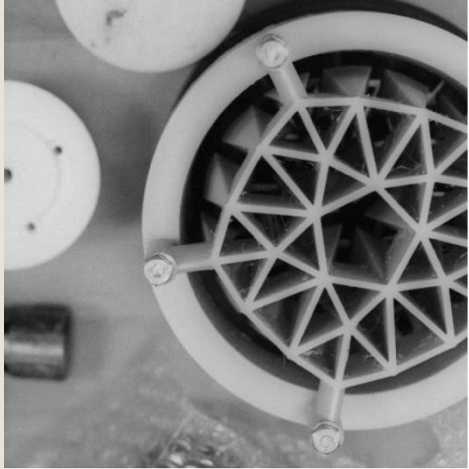
We provide cross-sector training in shame competence, including for for policing, healthcare, & social services.

Engagement

We partner with artists to create mediums that invite conversation about shame.

«The Shame Lab»

- ▶ Prof Luna Dolezal, University of Exeter (Philosophy)
- ▶ 15 years of researching Shame and its effects
- ▶ Training in Shame Competence and building certification process
- ▶ Started as Training for Trauma Network Plymouth and Devon
- ▶ Processed through consultancy
- ▶ Team of 14 parttime/fulltime to deliver to multiple Health Trust, Charities and Police Forces



Advanced clay tooling

- ▶ Dr Tavs Jorgensen from UWE (University of West of England)
- ▶ AHRC funded project for design innovation
- ▶ Developed smart tooling for Ceramic profile extrusion
- ▶ Started early commercial partnership with large supplier of building bricks
- ▶ Has 1 research assistant and 3-d prints tooling fast and efficient and more cost effective than traditional steel tooling

[https://vimeo.com/1067680238/9f8262e3c1?share=copy\](https://vimeo.com/1067680238/9f8262e3c1?share=copy)

Shared TTO

Overview of Shared TTO

- ▶ External entity that allows Universities to access services and best practice-based support
- ▶ In the UK, it currently focuses on IP- and capital-lite ventures from all disciplines

What does it offer?

- ▶ A robust, validated methodology and pathway with effective standardisation
- ▶ Funding and bespoke support according to projects' level of maturity and needs
- ▶ Access to training for academics and University staff
- ▶ Infrastructure to conduct market validation via pre-incorporated trading
- ▶ Additional service provision, e.g., legal, marketing, branding, tech, web development

What issues does the Shared TTO solve?

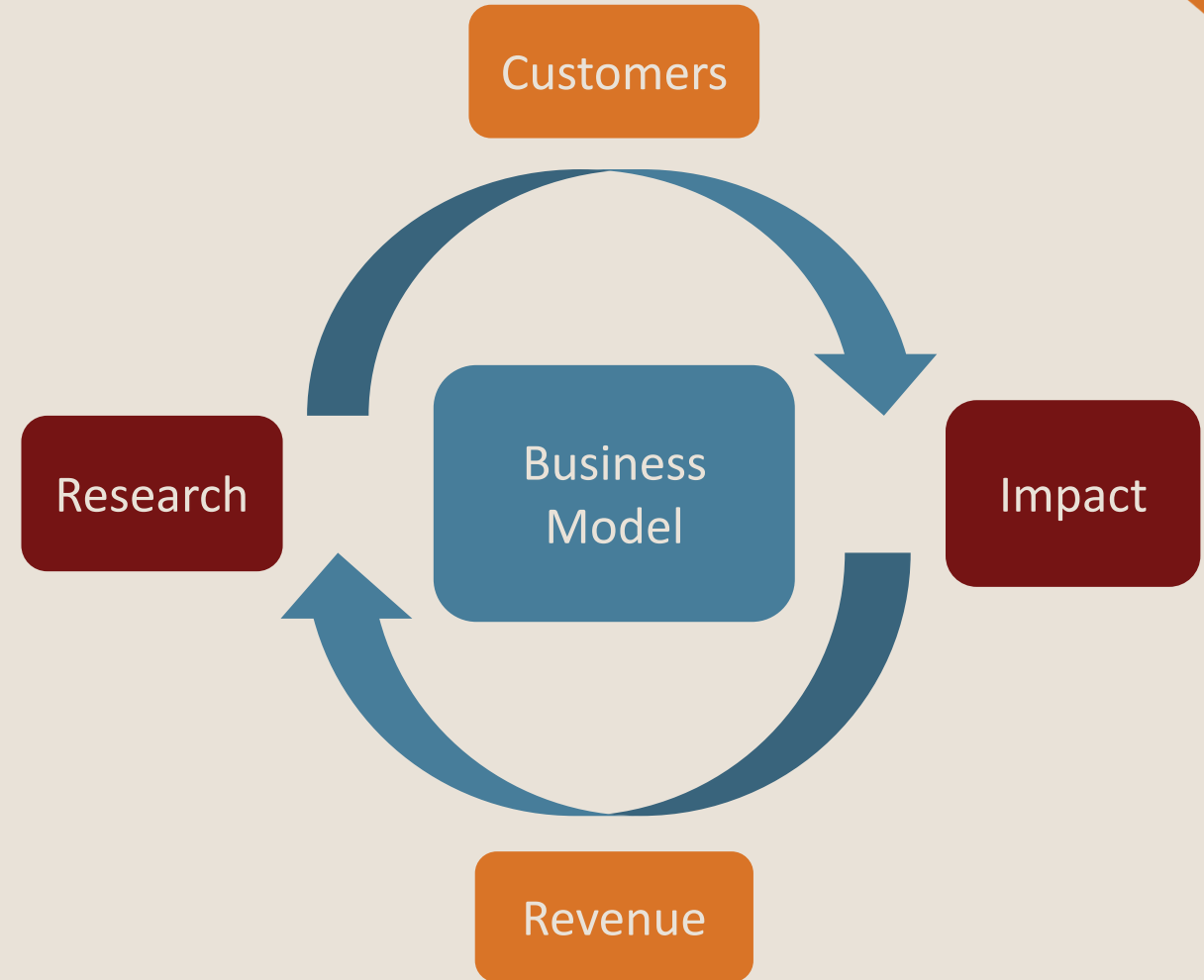
- ▶ Overwhelmed support functions at Universities, particularly legal/contracting and finance
- ▶ High overheads that lead to challenges with piloting early-stage projects
- ▶ Lack of vetted, approved and affordable service suppliers
- ▶ Lack of tech transfer support capacity, limited staff and resources
- ▶ Lack of know-how of best practice in valorisation of IP- and capital-lite ventures
- ▶ Funding and support that has clear quality assurance mechanisms and accountability

Instead, create new opportunities to:

- ▶ Access networks of experts and support
- ▶ Help projects quickly test and validate their offering
- ▶ Generate funds that can be used for research and further impact
- ▶ Consolidate best practice

Pre-Incorporated Trading and Research Link

- ▶ Generate new funds to employ PhD students, post-docs and research assistants
- ▶ Find new partners and generate unique data for new research projects
- ▶ Great conduit for REF impact case study



Our Shared TTO (TTO as a Service) Approach

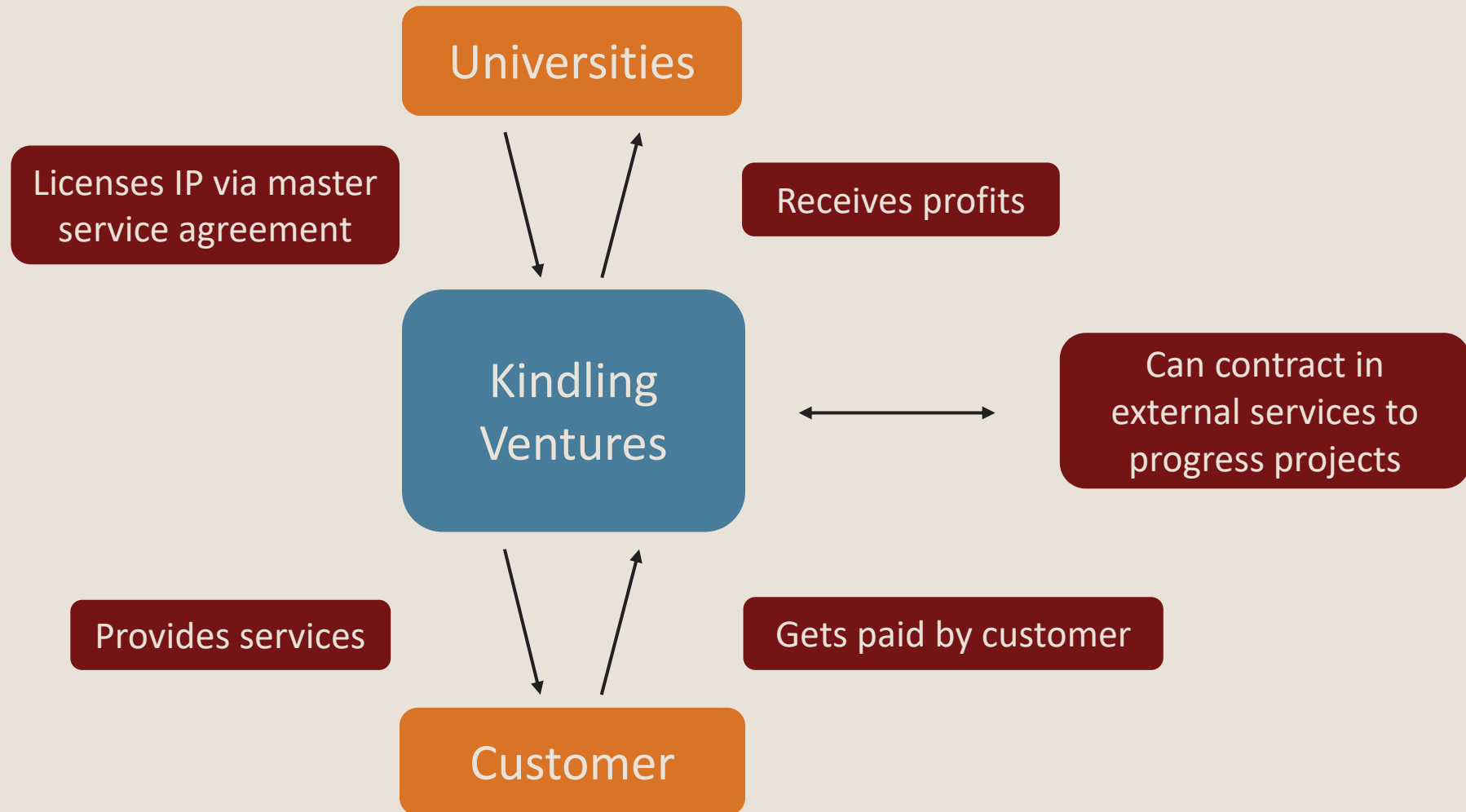


- ▶ Guided pathway for projects using a proven concept-to-scale methodology
- ▶ Offers specific support features and services tailored to their needs at each stage
- ▶ Categorises projects according to their level of maturity, irrespective of research discipline or target sector
- ▶ Focuses on challenges and opportunities at each stage of the project's journey

Main Features

- ▶ Validate projects fast through pre-incorporated trading
- ▶ Track your pipelines and understand challenges quickly
- ▶ Training and support for academics and professional staff
- ▶ Team building to execute projects at the appropriate stage
- ▶ Quality-assured funding mechanism to progress projects with resources they actually need
- ▶ Address additional bespoke support needs

Simplified Process



Project Onboarding Process

- ▶ RO signs master agreement with Kindling Ventures
- ▶ Diagnosis phase: 3x meetings per project to determine its needs and create Schedule Of Work (SOW)
- ▶ License IP and set up business unit
- ▶ Kindling supports contracting, sales and pre-incorporated trading (usually % commission of all sales to cover costs, waived for Shared TTO project)
- ▶ Tracking all income/expenditure per project and reports back to University quarterly; all profits are owned by University → University and academics decide what to do with profits
- ▶ Academics can be contracted to Kindling via consultancy agreement to work on business unit
- ▶ Optional additional services, e.g., branding, website and tech development or legal services
- ▶ Cost-efficient suppliers and standardised templates (e.g., for landing page, simple logos)



Want to know more?

Get in touch

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