



# SHAPE Pre-Accelerator Programme

## Overview

The SHAPE Pre-Accelerator is a pilot online programme that supports researchers from the Social Sciences, Humanities and the Arts explore routes to generating sustainable impact at scale. Participants from six UK Universities will come together to identify new audiences who could benefit from their research and explore financially sustainable models for generating impact.

Offline, participants will get the opportunity to test their idea with external stakeholders through a series of meaningful conversations and gather feedback to gain a better understanding of the problem and where their solution can fit in.

This will help inform a plan and identify next steps to progress their idea to the next stage whether that be: participation in an accelerator such as ARC or SETsquared's ICURe programme; conduct collaborative research with a partner; a consultancy offering; licencing or developing a social enterprise or for-profit venture.

Participants will have access to support from their University, external mentors and online resources which will be uploaded throughout the duration of the programme on the Bristol GRID.

*Open to all Aspect members*

**Aspect**

# Agenda

## Session 1: Understanding our Audiences

What we'll cover:

- Group introductions and idea sharing.
- Understanding your purpose and vision.
- Developing a shared language.
- Understanding who cares and what they care about.
- Mapping: stakeholders, systems, empathy and journeys.
- What do we need to discover to establish impact potential?

## Session 2: Designing for Impact

What we'll cover:

- Value proposition design - the value proposition design canvas.
- From value proposition to business model - exploring routes to sustainable impact.
- Testing and validating value propositions and business models.
- Developing an action plan for the rest of the programme: identify and plan 10 meaningful conversations with stakeholders.

## Session 3: Masterclass - Engaging Partners and Overcoming Self-Sabotage

This session will help you engage with industry professionals and give you the confidence to approach them. It will also look at how we can stop ourselves from achieving our goals.

What we'll cover:

- Increase productivity
- Fighting inner demons
- Making successful approaches and stakeholder management

## Session 4: Business Model Canvas

This session will cover how to quickly map out how your social enterprise works in a clear visual style. This will help you to easily breakdown each element of your project to maximise your time whilst working on the project.

What we'll cover:

- The Business Model Canvas
- How to visualise a business
- The Mission Model Canvas

## Session 5: Presentations

What we'll cover:

- 6 minute presentations on what you've learnt during the programme and what your next steps are. Followed by 6 minutes of Q&A with a panel and the group.

# **Programme Dates for 2023**

## **Cohort 1**

- Session 1 – 24th January – 10am–12:30pm
- Session 2 – 26th January – 2pm–4.30pm
- Session 3 – 9th February – 2pm–4pm
- Session 4 – 21st February – 10am–11:30am
- Session 5 – 23rd March – 10am–2pm

## **Cohort 2**

- Session 1 – 7th February – 10am–12:30pm
- Session 2 – 10th February – 10am–12.30pm
- Session 3 – 28th February – 10am–12pm
- Session 4 – 9th March – 2pm–4.30pm
- Session 5 – 18th April – 10am–2pm

## **Cohort 3**

- Session 1 – 14th March – 10am–12:30pm
- Session 2 – 16th March – 10am–12:30pm
- Session 3 – 30th March – 10am–12pm
- Session 4 – 20th April – 10am–11:30am
- Session 5 – 25th May – 10am–2pm

## **Cohort 4**

- Session 1 – 6th June – 10am–12:30pm
- Session 2 – 8th June – 10am–12:30pm
- Session 3 – 22nd June – 10am–12pm
- Session 4 – 4th July – 10am–11:30am
- Session 5 – 5th September – 10am–2pm

## **Cohort 5**

- Session 1 – 13th June – 10am–12:30pm
- Session 2 – 15th June – 10am–12:30pm
- Session 3 – 29th June – 10am–12pm
- Session 4 – 11th July – 10am–11:30am
- Session 5 – 12th September – 10am–2pm

