

FROM IDEA TO IMPACT

Routes to Commercial Impact for Arts and Humanities

CELEBRATION
EVENT



22nd July 2026



UNIVERSITY
of York

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 NIFTY FOX

CELEBRATING
the **1ST** A & H
COMMERCIALISATION
programme

Welcome!

How DO WE
**ROLE
MODEL**
our

We were
**OVER
SUBSCRIBED**



APPROACH and
**KEEP
MOMENTUM
GOING!?**

**YES
RECOGNITION**

BUT ALSO

A **1' LINE** in
the **SAND**
for our **STANCE** on commercialisation

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ROUNDTABLE



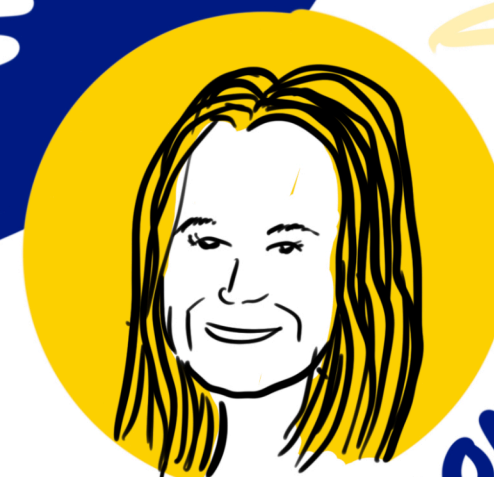
RACHEL COWGILL



JAMES KITSON



JAMES HASTIE



LAURA BOND

SCIENCE is NOT

the BEALL and END ALL - we

NEED SHAPE to EMBED & COMMUNICATE it

MAKING MONEY should NOT be a DIRTY WORD

COMMERCIALISATION is the OPPORTUNITY to SCALE

IMPACT

"IT'S LIBERATION"

How do we BRIDGE the GAP in COMMERCIALISATION SUPPORT for A&H?

HOW do we BALANCE OPEN ACCESS with I.P.™?

COMMERCIALISATION needs to go BEYOND STEM and TECH?

How can COMMERCIALISATION support BUSINESS DEVELOPMENT?

INTER-DISCIPLINARY COLLABORATIONS are UNAPPED POTENTIAL for COMMERCIALISATION

Creation of SHAPE and Aspect

Importance of COMMERCIALISATION for PUBLIC GOOD!

CICs

CONSULTANCY

INTER-DISCIPLINARY

2 NEW SPINOUTS per £100m of FUNDING

We can DO MORE!

VALUE of CREATIVITY CAN'T be REPLACED!

A&H just needs RIGHT CONVO. and the BEST PATHWAY

We need to be CLEAR IT'S NOT for EVERYONE

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StudioYork: Our A&H PITCH PRESENTATIONS

MATT BARNARD

DEMAND for
TECH INNOVATION
in CREATIVE
Sector, especially
IMMERSIVE
TECH

What I have done
is CREATE a PRODUCT
to make MUSIC
IMMERSIVE

ANNA ^{BRAMWELL}
- DICKS

We create
MENTAL
MODELS
of our JOURNEYS
BUT what if we
are BLIND?

We've BUILT EquiMaps
- creating
SOUND
SCAPES for the
VISUALLY IMPAIRED to
NAVIGATE ENVIRONMENTS

RACHEL COWGILL

SOUND MINE

BUILD BELONGING and OPPs
for YOUNG PEOPLE with
CARE EXPERIENCE
(((through a SOUND)))

VOICE
PETS
SONGS
CONCERTS
KEY
EVENTS
ANYTHING!

MEMORY BOX

CO-DESIGNED
WITH CARE-EXPERIENCED
YOUNG PEOPLE

PATRICK GIBBS

COIN CREATOR
for
MUSEUMS
because EVERYONE
LOVES a GIFT SHOP!

INCL. 3D
PRINTED
MOULDS to
CREATE
HISTORIC COIN
REPLICAS

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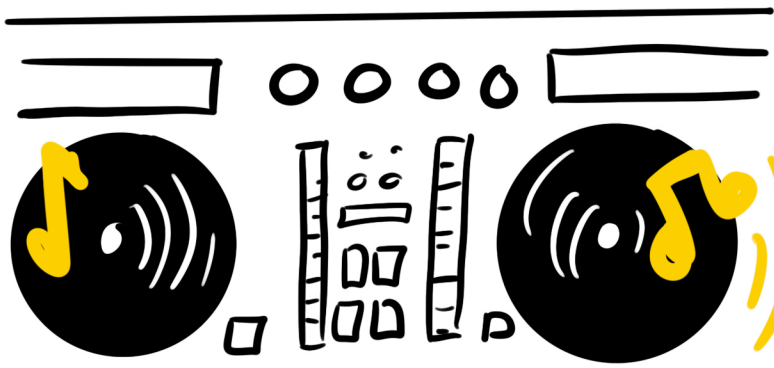


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StudioYork: Our A&H PITCH PRESENTATIONS 2

PETE DALE



DJ EDUCATION
for **SCHOOLS** to
↑ MUSIC GCSE
UPTAKE.

TEACHERS
need the
TECH &
TRAINING

We need
DJ
EDUCATORS &
SCALE
ACROSS
REGION

KATE GILES

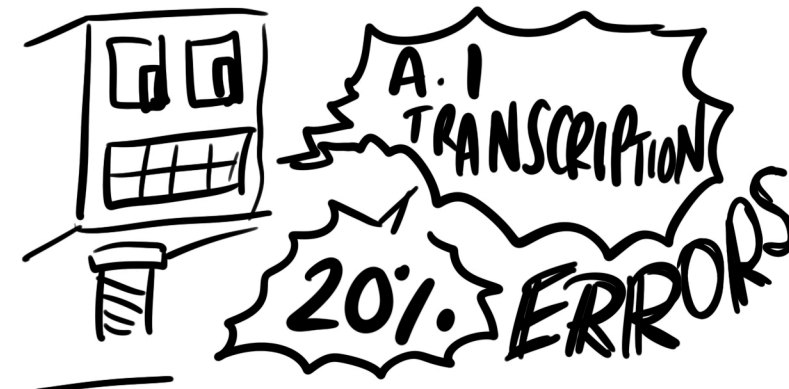
DEED play

aims to ↑ engagement
in **HERITAGE** sites

We need to
REIGNITE CURIOSITY
and join them together
with **STORIES** AND **IMMERSIVE**
GAMES!

OPPORTUNITY for **SCALABLE**
GAMES

VINCE HUGHES



OUR
TOOL
would
help to **ID**
ERRORS
in **A.I. TRANSCRIPTION**
in **HIGH**
STAKES
ENVIRONMENTS

POLICE
HEALTH
BANKING
WHERE ELSE?

LOUISE RICHARDSON

GRIEVING
CARDS

6 MILLION
PEOPLE
are **GRIEVING**
per year

BUT
NOT all of them get
SUPPORT. Our

Will help **SIGN**
POST support,
↑ conversations,
contribute to
GRIEF SURVEY

BETTER
GRIEVING
CARDS

How can we
ETHICALLY use **PROFITS**

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WILL TULLETT



CAROLINE WADDINGTON-JONES



JT WELSCH



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