

# FALLING WALLS CIRCLE

## SPRIND SYMPOSIUM SCIENCEPRENEURSHIP: "THE DATA CONUNDRUM: HOW TO MEASURE AND TRACK CULTURE CHANGE IN RESEARCH AND INNOVATION?"

What makes good science and how can we track scientific success from its origins in a university classroom to the entrepreneurial world? This panel of the SPRIND symposium brings together leading experts from entrepreneurship and academia to discuss the role of data in tracking and measuring success and culture change in research and innovation.

Panelists: [Thomas Hellmann](#) (Saïd School of Business, University of Oxford, UK), [Orla Browne](#) (Dealroom.co, UK), [Matthias Hilpert](#) (MH2 CAPITAL, DE), and moderator [Aidan McCullan](#) (The Innovation Show, IE).

### KEY TAKEAWAYS

- 1. Use data as a common language.** In start-up ecosystems, different stakeholders often speak different languages, making communication and collaboration very challenging. However, data can serve as a common language, facilitating discussions and providing reference points for decision-making. Whether it is determining equity distribution or setting targets for government initiatives in the start-up ecosystem, data can play a crucial role in fostering understanding and alignment among diverse stakeholders.
- 2. Rethink equity stakes.** The equity stake that universities take in science entrepreneurship ventures is a contentious issue. Instead of focusing solely on percentages, it is crucial to consider how this equity stake affects the subsequent development of spinouts. High equity stakes may not necessarily hinder fundraising efforts. On the contrary, there is a positive correlation between the university stake and the probability of raising various forms of funding.
- 3. Listen to your colleagues to track innovation and change.** "Customised feedback at the research stage is invaluable. This is one of the ways science entrepreneurs learn the most", says Thomas Hellmann. "Researchers listen to fame, but they also listen to their colleagues". He urges all stakeholders to facilitate discussion and communication among both a variety of fields and within institutions.

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