

**Training concept** for "Leibniz PhD Network Conference on Interdisciplinarity"

Dr. Marcel Hebing – marcel.hebing@mstats.io

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## IMPACT OF SCIENCE

USING THE BUSINESS MODEL CANVAS AS A METHOD TO IDENTIFY  
AND ADDRESS YOUR ACADEMIC OR NON-ACADEMIC AUDIENCE

**Background:** There is a pressing need for informed expertise from virtually all fields of academic research (e.g., with regards to matters of climate change, innovation, migration, data security). Still, scientific expertise usually remains within its own domain and only reaches relevant decision-makers in civil society indirectly and belatedly. The prevalence of citation metrics to measure scholarly impact often compels researchers to focus on article publications in disciplinary journals. Prominent policy makers and research funders therefore increasingly place the question of societal impact at the top of their agenda. However, knowledge transfer, as the skills and knowledge necessary to make research accessible beyond the academic sphere, plays only a minor role in university curricula and the daily routines of research institutes.

**Workshop:** In this workshop we take a look at three different impact dimensions: (1) media & society, (2) politics, and (3) business. Societal and media impact includes all forms of communication and interaction between researchers and actors from civil society, like scientific journalism and citizen science. Political impact focuses on policy making and how research can support informed political decision-making. Business impact is generated when scientific insights are converted into business models, for example, in spin-off companies or patents. The workshop starts with a theoretical overview of these three dimensions. After that, we will take a closer look at the idea of »open science« in the context of scientific impact. In this context, it is not enough to simply make things open, but we have to consider the audience(s) we are addressing, to enable actual societal impact. We will use the Business Model Canvas, a proven tool for describing and analysing target groups, to take a closer look at what your target audiences expect and require.

**Context:** This workshop is a condensed version of our three-day *Impact School*. Learn more at:

<http://idist.io/p/impactschool>

**Trainer:** Dr. Marcel Hebing is a data scientist and CEO of the impact-distillery. In 2016, he started his own business (mStats DS GmbH) which builds the foundation for the impact-distillery. Before that, he finished his Ph.D. on software infrastructures for data management while working as a software developer at the German Institute for Economic Research (DIW Berlin). Marcel is an associated researcher at the Alexander

von Humboldt Institute for Internet and Society – even after becoming an entrepreneur, he never lost his passion for science and research. With a background in statistics, computer science and sociology, Marcel is driven by three core interests: (1) increasing the impact of scientific results, (2) building software infrastructures for data and knowledge management, and (3) analysing business and socio-economic data to create valuable and actionable insights.