

Definitions

What is a Social Enterprise?

A corporation where social impact is core to mission and profitability is core to the business model

Social Innovation (noun)

A new idea, method, or device to create positive change, e.g., social, environmental, cultural

Social Innovation (verb)

The act of dissemination and uptake of the innovation, and demonstration of impact on the market & society, including **community-informed research**

Social Enterprise (vehicle for change)

An integrated impact and business model that enables the social innovation to be disseminated **sustainability**





HAZEL
ANALYTICS

Ginger Zhe Jin

Professor of Economics

University of Maryland, College Park

Company website: <https://hazelanalytics.com/>

Email: ginger@hazelanalytics.com

Founded in 2014 based on 10+ years of academic research from UCLA, Stanford, and University of Maryland.

Based in Seattle, WA with 16 full time employees.

Target customer segment is food service and retail, with a focus on retail food safety.

Mission is to improve public health through data-driven technology that effectively informs and connects food service operators, consumers



The problem with health inspections



Data Fragmentation

2,500+ US health agencies means that **collecting inspection reports is tedious**



Lack of Standardization

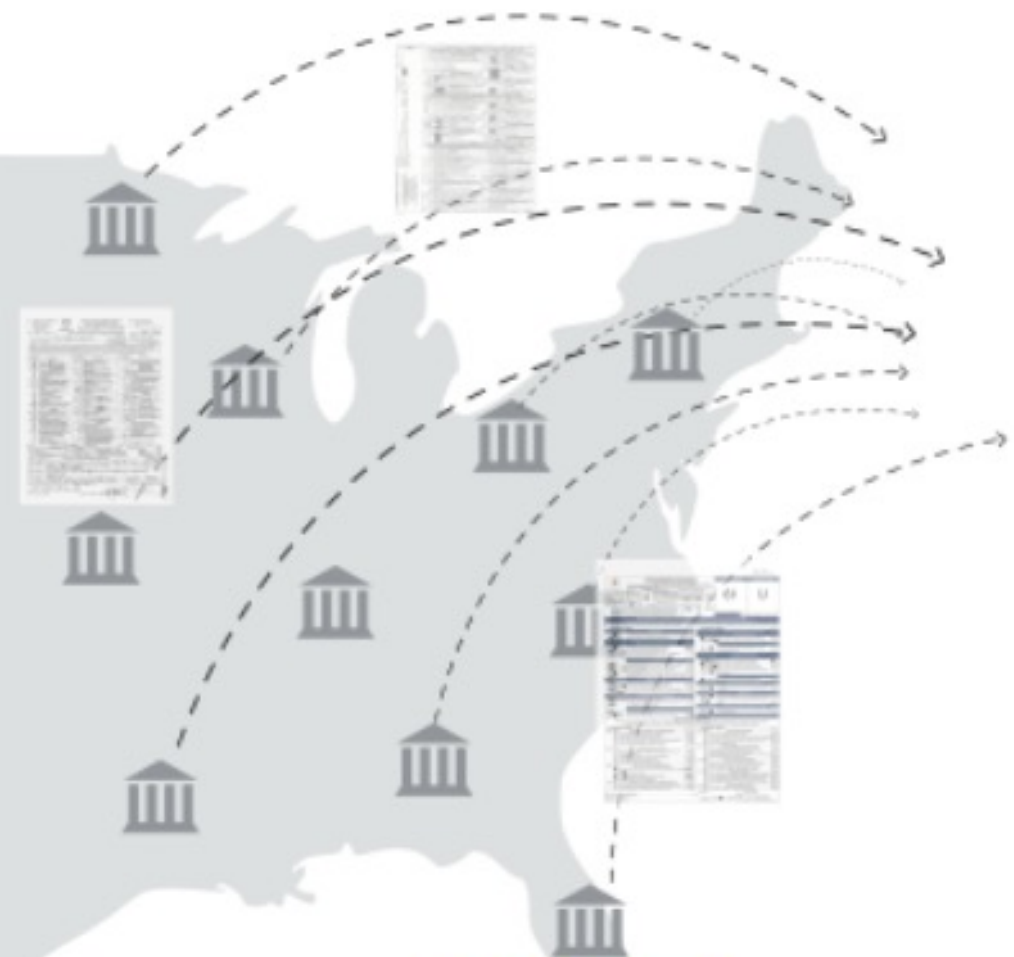
Idiosyncratic regulations and enforcement behavior mean that **understanding reports is hard**



Massive Scale

Millions of food service outlets means that extracting insights and **ensuring compliance is even harder**

How it works



Data Standardization

Complex data, made simple

- Normalization
- Enrichment
- Standardized Scoring
- Reorganization



Easy-to-use Enterprise Software

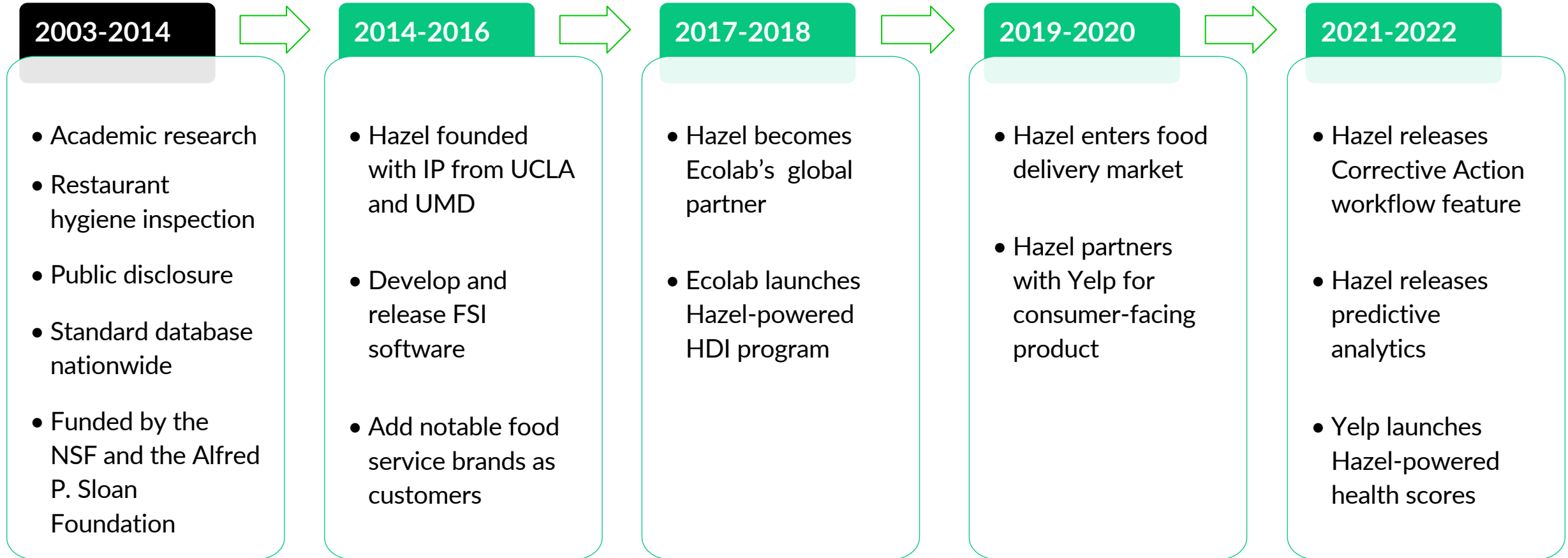
Intuitive dashboards, insights, and operational tools for managing food safety and regulatory compliance.

Trusted by 250+ brands like:



Our technologies collect data around-the-clock from 1k+ health departments in the US, Canada, and UK. Last year, we collected over 1.8M health inspection reports (over 5,000 a day!)

Hazel's history at a glance



Hazel's Impact as of April 2022

Hazel platform users

- 236 global and national brands, 300K+ locations
- 53 of 100 largest chains
- Span: restaurants, food retail, convenience stores, hotels, contract management, nursing homes, food delivery, online review platforms, etc.

On 3/31/2022, Hazel-Yelp partnership:

- makes health inspection data available in 48 states of the US (up from 4 states)
- serves nearly 70% of the US population



HAZEL
ANALYTICS
also covers the Toronto and Vancouver areas of Canada



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LIVINGWORKS

Social Purpose and Business Models Working Together for Suicide-Safer Living

Richard Ramsay
President Emeritus, LW
Professor Emeritus, UCalgary
UMD, April 21, 2022



LIVINGWORKS

University-Industry Partnerships in the Social Sciences

Social Sciences challenges to understand
& address global challenges:

Suicide: Local, National, Global

Note: Likely mix of Queen's and American English

LivingWorks Education

- Social enterprise founded in 1983 by four multi-disciplinary mental health practitioners and community service volunteers
 - Incorporated company, University of Calgary Innovation Start-up in 1991
 - 3 national offices: Calgary, AB; Fayetteville, NC; Newcastle, NSW
 - 58 employees worldwide
- Developed on an industry-converted social R&D platform, large-scale dissemination system, quality assurance control (Rothman 1980, UMichigan)
 - To design-develop innovative, leading edge SP training programs
 - Providing individuals, communities & organizations with suicide-safer living comfort, confidence, competence for over 39 years
- Over 10,000 community-located trainers
 - Serving in more that 30 nations & territories
 - Co-empowering & uniting communities in its living works mission.



IMPACT

- **Numbers:** Over 130,000 trained in the past 12 months; Over 2 million since 1983
- **Independent Evals:** Over 50 peer-reviewed studies and government reports
- **International Policy:** UN Guideline Suicide Prevention (1993/1996 published), US National Strategy for Suicide Prevention (2001/2012 Revised)
- **RCT Impact:** less depressed 31%, less overwhelmed 46%, less suicidal 74%, more hopeful 35%
- **Patient Impact:** Trillium Health, Toronto “to do SRA well, it needs to be done within a caring conversation” (from assessment “tool” to ASIST education)
- **ROI Impact:** California (1100:1; 50:1); University of Calgary (650%)
- **Suicide Reduction Impact:** Scotland 20% (2003-13), Ireland 27% (2005-15), White Mountain Apache 40% (2006-12), Glasgow City 49% (1993-2015)

How Social Sciences Research Can Contribute to Innovation & Start-Ups

- My Story (1962 – 1983)

- Sociology (UAlberta), Social Work (McGill), Faculty SW (UCalgary)
- Crisis line start-ups, Ottawa (1968); Edmonton (1971), Yellowknife (1973)
- MH association volunteer & student practicum agency, SP services
- Provincial Advisory Committee, Suicide Prevention Strategy: 4 Pillars
 - * Training, Library (Digital), Community Coordination, Research Center
 - * Training & Library celebrating 40 year anniversaries
- Training lead; 4 volunteer partners (SW, Psychiatry, Psychology)



How Social Sciences Research Can Contribute to Innovation & Start-Ups

- Training Start-Up Story (1983 – 1991)

Innovative Idea: Standardized training

- Design - Develop – Disseminate – Evaluate – Revise/Update

Literature: Generated knowledge, Needed knowledge transfer applications

Anti-Mandatory SOP, Inadequate HE prep, “Iceberg” magnitude

social R&D: bridge between bench/clinical research & evaluation research

- Rothman method (transfer Industrial to Social R&D (idea to scaled out dissemination



How Social Sciences Research Can Contribute to Innovation & Start-Ups

- **Training Development Story (1983- 2020)**

Research questions: standardization?, large scale?, Quality control?

Problem behaviors: suicide in pop; caregiver antecedent (attitudes) causes; caregivers' comfort, confidence, competence behaviors

Challenges: increase intervention effectiveness, eliminate prep. inadequacies

Design: Suicide First Aid (CPR); standardized core curriculum; local adaptations

Taboo subjects (e.g. suicide): Add attitudes with Knowledge & Skills pioneered application of “trigger-tape” technology; facilitation stayed-true to no “right or wrong” attitudes



How Social Sciences Research Can Contribute to Innovation & Start-Ups

- **Training Development Story (1983- 2020)**

Dialogue learning: ; created safe & supportive learning circles

Field Trials: led to minimum 2-days, 2-trainer delivery

Wholistic geometry: converted tetrahedron, structure of Carbon molecule, essence of life into a triangle-based easy-to-follow/use intervention PAL

model

ASIST (APPLIED SUICIDE INTERVENTION SKILLS TRAINING)

Edition Updates: manual guided, edition updates; transitional paradigm change from Suicide Prevention to Suicide-Safer Living across the Life Span/

Significant Visible Adaptations: Norwegian language & culture; Inuit language & culture (northern Canada); Aboriginal and Torres Strait culture (Australia); South Korea language & culture;



How Social Sciences Research Can Contribute to Innovation & Start-Ups

- **University Start-Up Story (1991 – 2002)**

University Technologies International (UTI) – UofC tech transfer, venture corp.

RTTL (8 year track record) - across Canada, CA DMH, US Army (Germany)

UTI-RTTL - first “soft” social science investment; 11 year royalty agreement

Structure: non-profit (govern or work only); for-profit (both possible); chose profit, too early to give up 1 or the other; social purpose bottom line;

Business model – longer term sustainability; self-supporting by 2000, GR doubles/2-3 yrs over next decade.



How Social Sciences Research Can Contribute to Innovation & Start-Ups

- **University Start-Up Story (1991 – 2002)**

Export Development: 3 Awards (UofC, Prov of AB, City of Calgary); Canadian Social Policy, Knowledge Broker Award

Growth: expansion to CA DMH, Australia (field trials), Norway (medical school, nation wide), US military (Army, Air Force, Navy, NG)

*Japan, Italy, Guam, Puerto Rico, Combat zones (Kuwait, Iraq, Afghanistan), New Zealand, Scotland, Irelands, Wales, Singapore, Lithuania

ROI: 650% on UTI's initial investment at end of 11 year royalty agreement



How Social Sciences Research Can Contribute to Innovation & Start-Ups

- Industry (social purpose) - University Research Story (2003 – 2021)

Johns Hopkins, Applied Physics Lab: pilot development of virtual-reinforcement training; 3-way partnership with JHAPL, US Army, LivingWorks Education

RCT **Columbia Univ:** SAMHSA funded, NIMH approved, first outcome focused ASIST in suicidology

University of Toronto: 3-way partnership with Toronto Transit, LW; beyond to Metro DC, DC Mental Health and LW; PhD dissertation

CSU (Colorado): Organizational Psychology, CO GLS (Garrett Lee Smith) & LW

University of Queensland, Aus: 2-way partnership, UQLSD, LWAus; NHMRC grant

GSU (Georgia): H.O.P.E. Lab (Helping Others Provide Empathy), LW programs focused research; breakthrough funding for Older Adult research; \$1.7m



References

Numbers

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Bolton S-L (2015). Evaluation of a gatekeeper training program as suicide intervention training for medical students: A randomized controlled trial (Unpublished doctoral thesis). Winnipeg: University of Manitoba. Full text available from: <http://hdl.handle.net/1993/30725>

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ROI

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LIVINGWORKS

Social Purpose and Business Models Working Together for Suicide-Safer Living

Richard Ramsay

richard.ramsay@livingworks.net

INNOVATE CALGARY

INNOVATE CALGARY IS THE TECHNOLOGY TRANSFER OFFICE AND BUSINESS INCUBATOR AT THE UNIVERSITY OF CALGARY.

WE HELP MANAGE THE TRANSITION FOR RESEARCH-INTENSIVE ACTIVITIES TO CREATE SOCIETAL AND ECONOMIC IMPACTS.



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	Medical & Life Sciences	Science & Engineering	Energy & Clean Technology	Clinical & Social Innovation
Intellectual Property Management	✓	✓	✓	✓
Technology Transfer/ Licensing	✓	✓	✓	✓
Industry Partnership Liaise/ Support	✓	✓	✓	✓
Grant Support	CIHR, MITACS, AI	NSERC, AI, MITACS	NSERC, AI, ERA, MITACS	SSHRC, MITACS
Startup Services and Programs	✓	✓	✓	✓
Commercialization workshops	✓	✓	✓	✓
Entrepreneurial Talent Development	Life Sciences Fellowships	GreenSTEM	GreenSTEM	CATALYZE
Incubator Space	LSIH		Energy Transition Center	
Seed Funding	UCeed Health		Coming soon	UCeed Social Impact

Clinical & Social Innovation Portfolio Highlights

Alberta FICare



Dr. Karen Benzies
Professor, Faculty of Nursing

Innovation:

- Psychoeducational model of care driving a cultural shift in NICUs

Stage of Development:

- Scaling in 14 Alberta NICUs
- Ongoing international partnerships for licensing
- Founded: Liminality Innovations Inc.

Value Proposition:

- NICU stays reduced by 2 days.
- \$15 million avoided in health care and indirect societal costs.
- Empowering parents to build knowledge, skill and confidence to care for their preterm infants.

Research 2 Social Action Hub

Local News

Compelling Calgarians: Katrina Milaney

Rita Mingo • For the Calgary Herald
January 2, 2020 • 2 minute read



Dr. Katrina Milaney, PhD
Associate Professor,
Cumming School of Medicine

Innovation:

- Addressing gaps in evidence- informed program and service delivery for vulnerable/ homeless families

Stage of Development:

- Advisory group formed including many prominent local leaders
- 2 operational grants secured
- >50 organizations and community leaders engaged in developing vision
- O'Brien funding secured hire staff and launch Hub in 2021

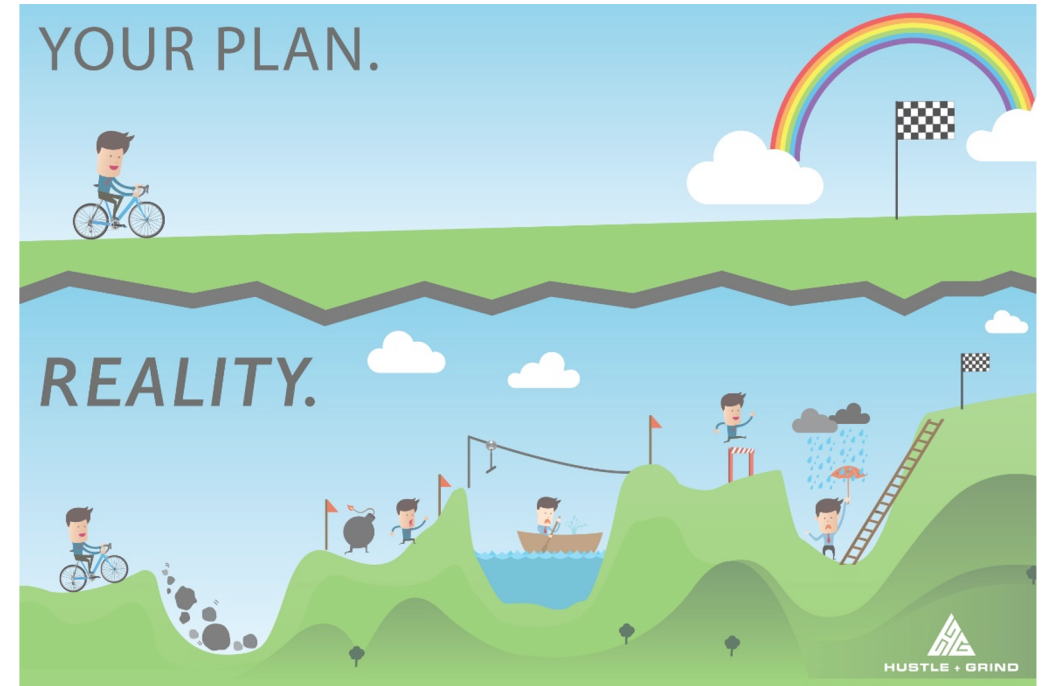
Value Proposition:

- Big Idea: How can our community and systems better serve vulnerable families?
- Centralizing access to knowledge and services to generate evidence-informed program and service delivery where gaps exist
- Breaking down barriers for social service agencies and non profits to leverage evidence-informed approaches

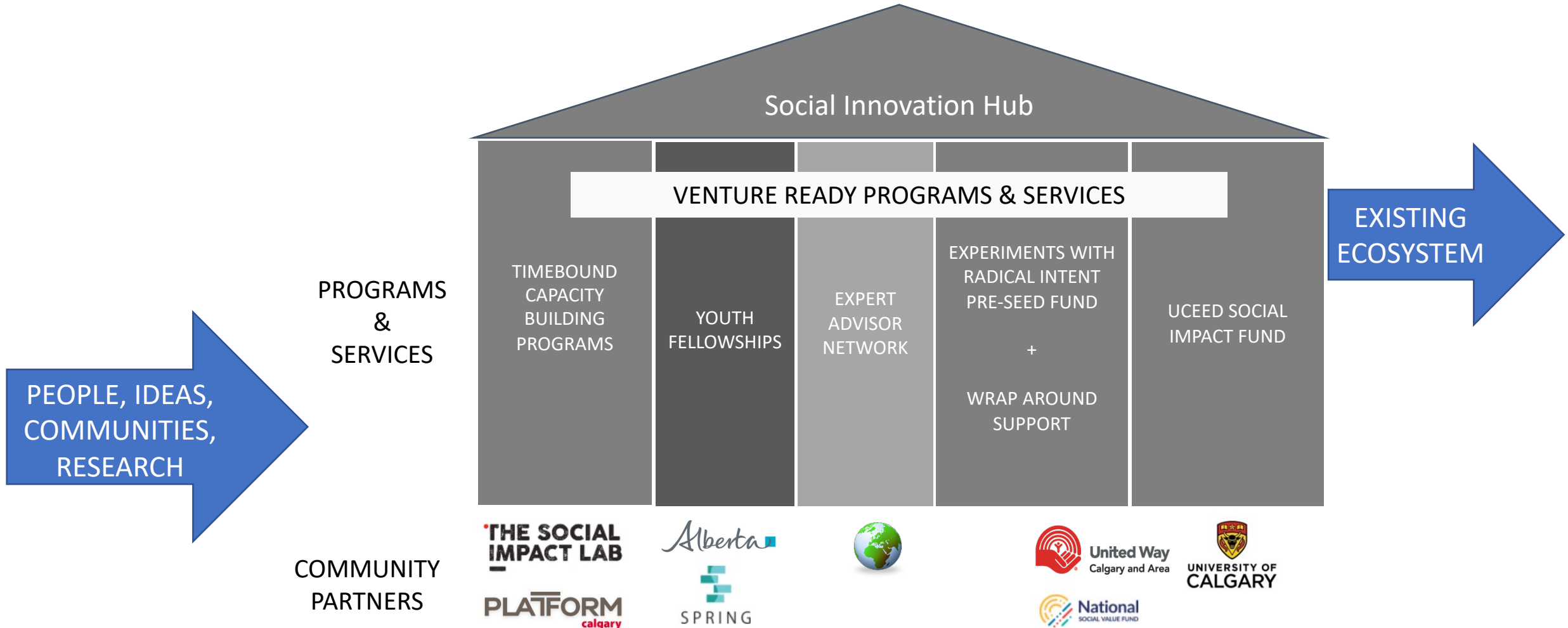
Journey Highlights



- 2013 – Launched Welcome to Parenthood study launched
- 2017 – Welcome to Parenthood first license
- 2018 – CATALYZE participant
- 2019 – Alberta FiCare study established
 - 14 NICUs; 2000 neonatal care providers supporting 12,000 families and babies
- 2020 – first commercial pilot of FiCare
 - Liminality Innovations Inc. founded
 - CATALYZE participant
- 2021 – TENET i2c Award
- 2021 – website and eModules launched
 - the 51 pitch; strategic operations partner acquired
- 2022 – UCeed Social Impact investment secured
 - first B2B client (\$262K projected revenues)



Social Innovation Hub Overview



STARTUP DEVELOPMENT PHASES

Mission > Vision > Strategy

- Co-founder team formation
- What, to whom? & Why and how?

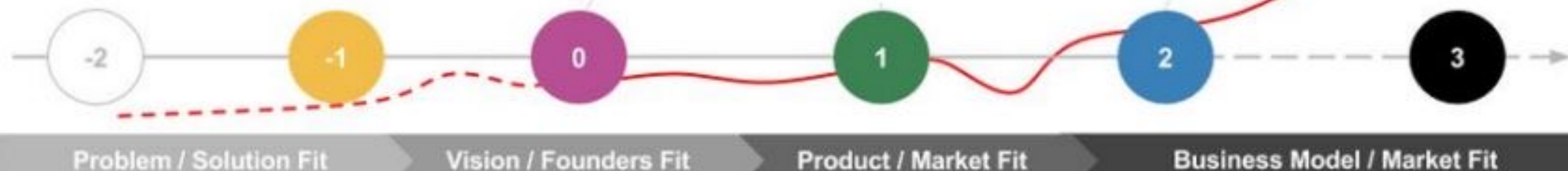
Lean Startup

Minimum Viable Product

Validate / Iterate (or pivot)

Scale Up

Grow / Expand



Ideation

Entrepreneurial ambition and/or potential scalable product or service idea for a big enough target market. Initial business idea on why and how it would create value. One person or a vague team; no confirmed commitment or no right balance of skills in the team structure yet.

Concepting

Defining mission and vision with initial strategy and key milestones defined for at least next 3 years on how to get there, -> 3, 6, 12, 24, 36 months. Two or three entrepreneurial core co-founders with complementary skills and balanced ownership plan. Maybe have extended team members for additional roles & ownership.

Commitment

Committed and balanced co-founding team with shared vision and attitude. Able to develop the product or service (Minimum Viable Product) without dependency of uncommitted external resources, or already have initial product or service in place. Shareholder agreement signed between co-founders, including milestones, committed time and money use, for minimum 3 years with vesting terms.

Validation

Iterating, validating assumptions until have validated solution to demonstrate initial user growth and/or revenue. Key Performance Indicators (KPI's) identified. Can start to attract additional investment based resources (money or sweat equity) for equity, revenue share or future revenue.

Scaling

Focus on growth, showing KPI's based measurable, growth in user, customer revenue growth and/or market traction in a big or fast growing target market. Can and want to grow fast. May, will or have attracted significant funding or would be able to do so if wanted. Hiring, improving in quality and implementing processes

Establishing

Achieved great growth, that can be expected to continue. Easily attracts financial and people resources. Depending on vision, mission and commitments, will continue to grow and often tries to culturally continue "like a startup". Founders and/or investors make exit(s) or continue with the company.

Opportunity Highlight: R2SI Playbook

