OXFORD UNIVERSITY INNOVATION | UNIVERSITY OF OXFORD

IMPACT REPORT 2024

SHAPING THE FUTURE: OXFORD'S INNOVATION IMPACT

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SHAPING THE FUTURE:
OXFORD'S INNOVATION IMPACT

CONTENTS

Oxford University Innovation's leadership in a changing world

As the world confronts increasingly complex challenges - climate change, public health crises, and technological disruptions - our ability to innovate at speed and scale has never been more critical.

Photo by UK Parliament

Over the past year, Oxford University Innovation (OUI) has continued to play a pivotal role in transforming groundbreaking research into tangible economic and societal benefits, strengthening our global reputation as a leader in innovation.

In this second impact report, we highlight our progress in developing companies to advance the frontiers of science, technology, and social venture expertise, as well as outlining the reach of our licensing and consulting services portfolios.

The 2024 *Beauhurst Spotlight on Spinouts* report reaffirms the University of Oxford's position as the U.K. leader in university spinouts. This success is testament not only to the university's prolific research output but also to the strategic vision and leadership of the Vice Chancellor Irene Tracey and Pro-Vice Chancellor for Innovation, Professor Chas Bountra, who together work with the OUI team to drive our vibrant innovation ecosystem.

A key step for Oxford University Innovation (OUI) in recent months has been the appointment of Dr Mairi Gibbs as CEO. Mairi brings a wealth of experience in driving innovation and will be instrumental in shaping OUI's strategic direction together with recently appointed COO, Jaci Barnett.

The past year has seen the launch of many potentially world class companies, such as MatchBio, an Oxford University spinout that launched in January 2024 with a £4.5m investment to pioneer advancements in immunotherapy to fight cancer. In addition to our leadership in spinouts, OUI has been instrumental in securing agreements that extend the reach of our research. The new licensing agreement between Oxford University and Apollo Therapeutics, a biopharmaceutical company with a strong portfolio, is designed to accelerate the commercialisation of Oxford's biomedical research by developing new therapies at pace. We've also seen the first deliveries of Oxford's R21 / Matrix-M™ malaria vaccine in Africa, a licensing deal which the OUI team negotiated with the Serum Institute of India.

Oxford's companies are not just being created, they are also becoming attractive acquisition targets for global industry leaders. Samsung Electronics acquired Oxford Semantic Technologies, a specialist in cutting-edge knowledge graph and reasoning technology, while Oxford start-up Onfido was purchased by Entrust Corp.

Alongside economic successes, our consultancies, licensees and companies have achieved a vast range of societal and environmental impact. A few case studies are highlighted in our external impact section: Omron's blood pressure monitoring programme, Greater Change's financial support for homeless individuals and Mixergy's hot water tanks, saving families money and improving the efficiency of the national grid.

As we look ahead, Oxford University Innovation remains committed to fostering an inclusive and diverse culture of entrepreneurship, innovation and collaboration that bridges the gap between academia and industry. With new leadership at the helm, OUI is poised to maintain its leadership in the innovation landscape and to shape the future of global research and development for many years to come.

Baroness Nicola Blackwood, Executive Chair, Oxford University Innovation

"Oxford's spinouts are not just being created, they are also becoming attractive acquisition targets for global industry leaders."

Maximising the global impact of Oxford's research

This impact report centres around OUI's "*Theory of Change*" – a model that explains how OUI enables the creation of impact from research, ideas and expertise in the University of Oxford.

Maximising the global impact of Oxford's research is OUI's goal, be that social, environmental or economic impact. This goal was our starting point in creating our *Theory of Change*, and continues to be our compass guiding us on the right path.

Working backwards from our end goal, we articulated our activities and their outcomes. We considered the inputs needed at the start of the process for us to carry out our work. We challenged our own assumptions too: do our activities really lead to the outputs we'd like? Do those outputs lead to outcomes that help us achieve our goal? *Theory of Change* is not a one-off process; it allows us to continuously review what we're doing and brings a focus to our work.

The structure of the *Theory of Change* is presented in a simple model in this report.

You can view a more detailed version online using the QR code.

Inputs
Research and expertise funded in the university is a key driver for the creation of new ideas that could become potential projects for licensing, consultancy or spinouts/start-ups.

Activities
These are all of the things that OUI does to grow the entrepreneurial Oxford ecosystem and facilitate deals.

Outputs
The results of the work we do at OUI, these include licence deals, consultancy contracts and startups/spinout companies created.

Outcomes
Around the world, our companies, clients and licensees raise investment, create jobs, and build and sell products or services.

Impacts
Outcomes created by consultancies, companies and licensees lead to longer term impacts on the economy, people and planet. This external impact has additional benefit to the university through REF case studies and financial returns which create the opportunity for future research funding for years to come.

University of Oxford Research Income FY 2022-2023

£789m
in external research funding

£147.2m
in research income from industry

OUI Inputs FY 2023-2024

329
Licence & Ventures Disclosures

1083
Consulting Services enquiries

Building our innovation ecosystem through partnership

Our activities at OUI are driven by our engagement with a wider ecosystem in and around the University of Oxford and our science and innovation campuses. Our teams of OUI experts seek to broaden the diversity of options to commercialise world class research and ideas at Oxford, spark new collaborations and encourage more members of the university to engage with innovation through our stakeholder engagement activities.

In early 2024, the Oxford Innovation Society (OIS) relaunched with a renewed vision centred on enhancing collaboration. Our busy new programme of ten events ranges from investor showcases in the Life Sciences and Deep Tech sectors, to expert-led training and networking lunches for our companies. The OIS network is looking to grow its membership of researchers, company leaders, venture capitalists, and industry experts; we hope with your collaboration we can continue to foster partnerships and further growth in Oxford.

Growing the funding landscape

OUI is bolstering the opportunities for our companies to engage with different investors in the UK and internationally. Earlier this year, the OUI team organised an event at the JPM Healthcare conference in San Francisco to connect VC investors in the U.S. with our spinout leaders.

"The OIS networking platform is looking to grow its membership and we hope with your collaboration we can continue to foster partnerships and further growth in Oxford, the U.K. and internationally."

U.K. government partners and more than 15 spinout companies from our portfolio joined us on the West Coast for a dynamic first event. Speakers included Srini Akaraju from Samsara Capital, who shared his experience of building Mirobio, and Peter Donnelly presented highlights from successfully growing Genomics Plc. OUI also hosted U.S. investors last June and this summer in Oxfordshire to experience the Harwell Research & Innovation Campus and meet with our spinouts in the Life Sciences and Deep Tech sectors. We co-organised our first family office event, bringing high-net-worth individuals and family offices together to explore investment opportunities in our companies.

Collaborating with University Partners around the UK

In October 2023, the technology transfer offices of Cambridge, Imperial, Oxford and UCL hosted the first *IP4U University Tech Fair*. We gathered 80 top academic teams to showcase cutting-edge technologies to potential industry partners who might license university technologies in the sustainability and health sectors.

Dan Weill Photography

OUI worked alongside 9 other technology transfer offices and investors to create *the TenU University Spinout Investment Terms (USIT) Guide for Software*. This practical tool was born out of a recommendation from the *Independent Review of University Spinouts* in the Autumn of 2023, co-chaired by Professor Irene Tracey, Vice-Chancellor of the University of Oxford.

A consortium of university partners, led by OUI, launched ImpactU to expand the impact of social ventures from UK universities. With 21 member universities, ImpactU has launched new training courses, led by the London School of Economics, and awarded two Pathfinder awards so far to help social ventures to grow.

Developing Inclusive Entrepreneurship & Economic Development

OUI continue to work with EnSpire Oxford, the University's Entrepreneurship Hub, connecting students and staff with OUI's growing Start-up Incubator and our student focused programme, StEP Ignite.

Our engagement through departments, research programmes, Demo nights and Pitch Days reflects our commitment to growing the entrepreneurial community. One of EnSpire's key activities, IDEA, focuses on supporting women and non-binary individuals. IDEA (Increasing Diversity in Enterprising Activities) has grown its offering and participation, and welcomed a new Academic Champion for Women and Diversity, Professor Dame Molly Stevens this past year.

OUI's startup incubator, led by Cath Spence, has expanded rapidly, supporting three new cohorts this year. Over 40 teams joined the first phase of our programme, designed to guide startups through the business validation process, and 12 teams advanced to the next phase – getting investment ready. StEP Ignite, our intensive summer programme for student entrepreneurs, welcomed 27 students working on 9 diverse projects ranging from malaria testing to virtual reality medical training. Jump to our case studies section to discover Onfido, a start-up born out of OUI's Incubator. This global leader in identity verification was bought by Entrust Corp and signalled the largest ever student-led company return on investment for the University of Oxford.

OUI's Consulting Services has launched a number of initiatives, including CS Enterprises, which allows researchers to test potential service-type offerings before launching a company. An equipment and facilities database to help industry access the university, as well as an industry/academic matching platform are also in development.

> **"*OUI's Consulting Services team has launched a new offering, allowing researchers to test potential business ideas with service support before launching a spinout.*"**

The Oxford University Innovation *Venture Scout Programme* ran a first pilot scheme this year. The programme trained a cohort of Said Business School students and Oxford alumni to harness their experience and entrepreneurial spirit into spinout creation. The Venture Scouts then explored the University to create new links with scientific teams - a new generation of spinout proposals with a 'baked-in' entrepreneur.

Our social venture leaders connected at the OUI Social Venture Showcase, hosted with the Skoll Centre during the Skoll World Forum. The event celebrated social entrepreneurs tackling global challenges and brought their ventures together with students, alumni, and investors to explore innovative solutions and establish new partnerships.

All of these activities underscore OUI's unwavering commitment to driving innovation through strategic partnerships, comprehensive engagement, and robust support from OUI's team of experts.

Supporting Oxford's ecosystem and delivering our global goals

OUI's outputs and intermediate outcomes are metrics we use to assess how we deliver towards our goal of global impact and collaboration across the ecosystem.

Alongside metrics like company creation, consulting services projects, and licensing deals, our *Theory of Change* framework helps identify additional metrics that are important to our community.

We are particularly interested in the representation of women in entrepreneurship. This year OUI collaborated with IDEA to gather and analyse data on gender inclusivity in innovation. We have included findings from IDEA's report on gender balance, focusing on founders and companies.

1 in 10

Across a three year period 1 in 10 researchers in the University started a new project with OUI.

REF 2021 Case Studies supported

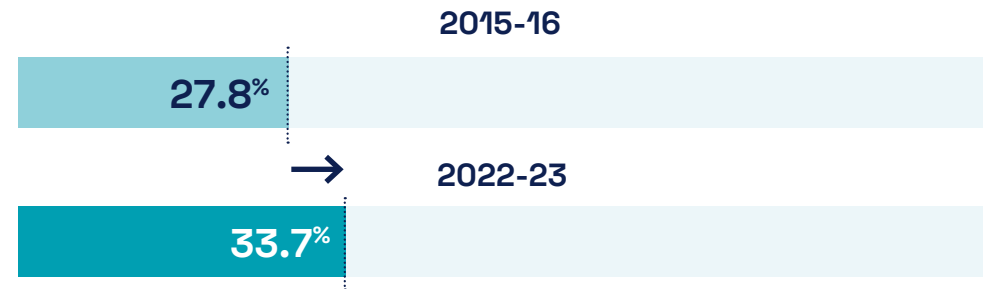15% of all Oxford REF case studies were related to OUI activities.

15%

39% of REF case studies in the sciences came from an IP & commercialisation pathway.
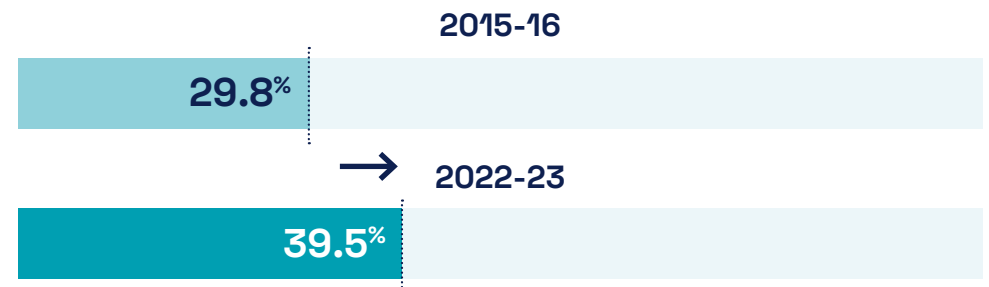
39%

Equality and Gender Inclusivity Data

The share of unique female individuals involved in OUI commercialisation activities increased from 27.8% in 2015-16 to 33.7% in 2022-23.

2015-16

27.8%

→ **2022-23**

33.7%

From 2015-16 to 2022-2023, all female or mixed-sex teams involved in commercialisation projects increased from 29.8% to 39.5%.

2015-16
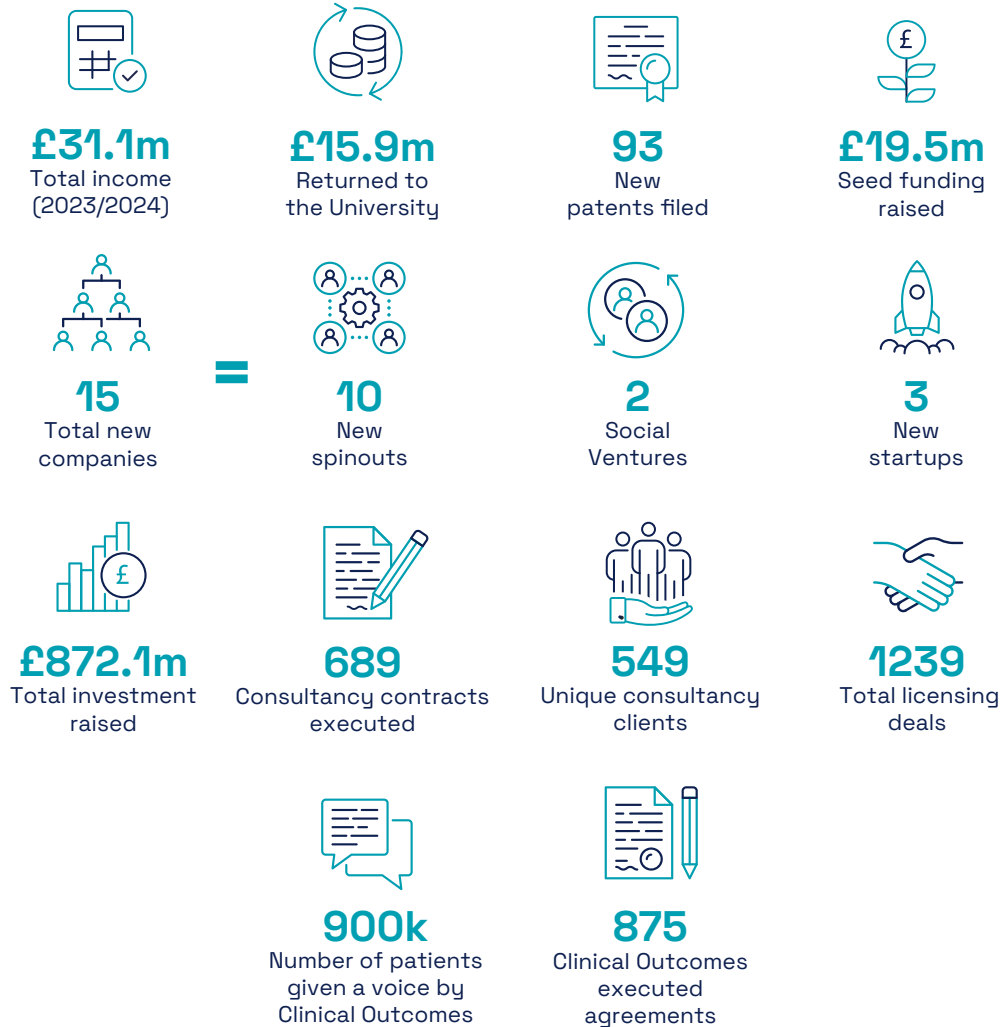
29.8%

→ **2022-23**

39.5%

From 2015-16 to 2022-23, 39% of spinouts had at least one female founder.

2015-16 - 2022-23

39%

IDEA (Increasing Diversity in Enterprising Activities), part of EnSpire Oxford, report released in 2023.

OUI's Output Metrics August 2023 to July 2024*

£31.1m
Total income (2023/2024)

£15.9m
Returned to the University

93
New patents filed

£19.5m
Seed funding raised

15
Total new companies

=

10
New spinouts

2
Social Ventures

3
New startups

£872.1m
Total investment raised

689
Consultancy contracts executed

549
Unique consultancy clients

1239
Total licensing deals

900k
Number of patients given a voice by Clinical Outcomes

875
Clinical Outcomes executed agreements

* Finances are preliminary results, unaudited.

Consulting Services: Academic Outcomes

We ran an informal impact survey of lead academics on consultancy and services projects over the last five years. Two-thirds of the academics that responded (covering 15% of all projects) said that their projects had led to further collaboration and research, and over half said that a publication had resulted from their project. A quarter said that their students had been directly or indirectly employed as a result of the project.

- Projects / Collaborations
- Publications
- Wider Impact
- Student projects / employment
- Developed skills / keep updated
- Public engagement
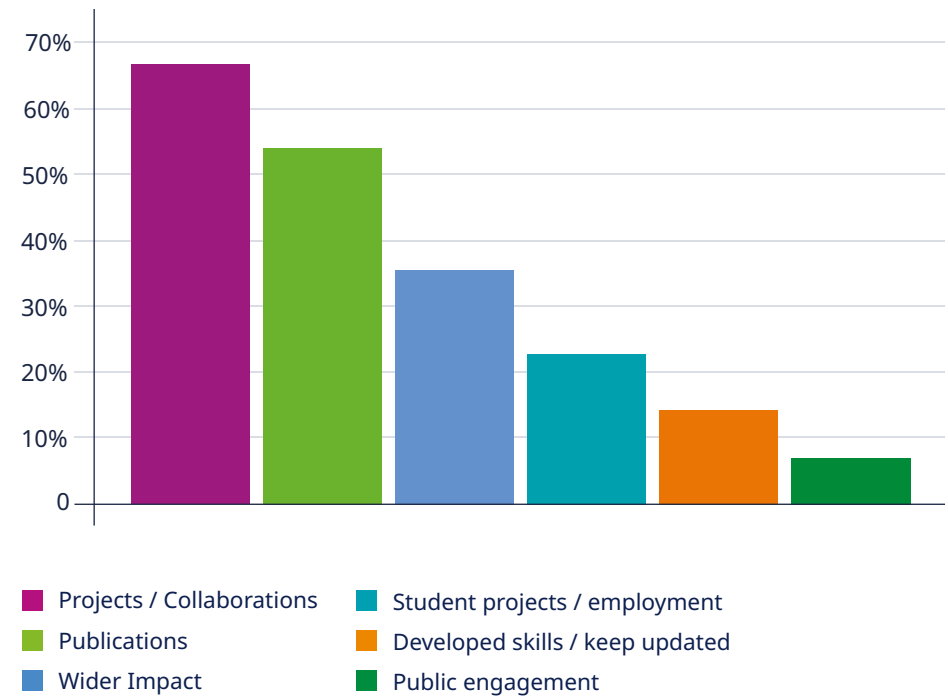
Measuring External Outcomes

We measure our external outcomes by understanding the achievements of our partners regarding societal and environmental change.

Last year we launched our first questionnaire to explore the impact of our companies and in this report we have expanded it further. We reached out to our licensees to ask them similar questions, and we examine how those technologies and ideas are being used or developed, looking at common themes.
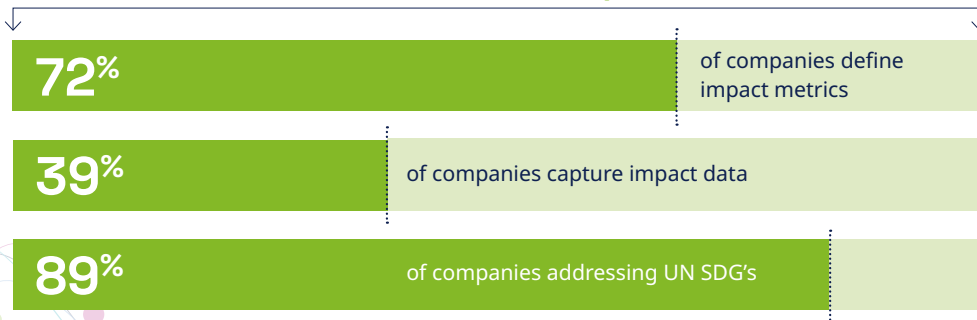
Company data

OUI asked our companies to report their impact via a questionnaire in 2023 and 2024. The data below are some of the results.

72 companies reported to OUI on number of users, UN SDGs and impact metrics.

902,164,782 users of Oxford companies' products/services.

Across those **72 companies**

72%	of companies define impact metrics
39%	of companies capture impact data
89%	of companies addressing UN SDG's

Licensee data

411 total technology licences

56% of licences were launched in the last five years. Therefore, licensees are using or developing very new technologies.

One box represents 10 licences

263 of the technologies are being developed by the licensees.

60 licenced products or services are currently being sold.

114 are ready-to-use software.

34 are materials or tools for research use.

22.8% of technologies being developed by licensees are currently sold as products or service.
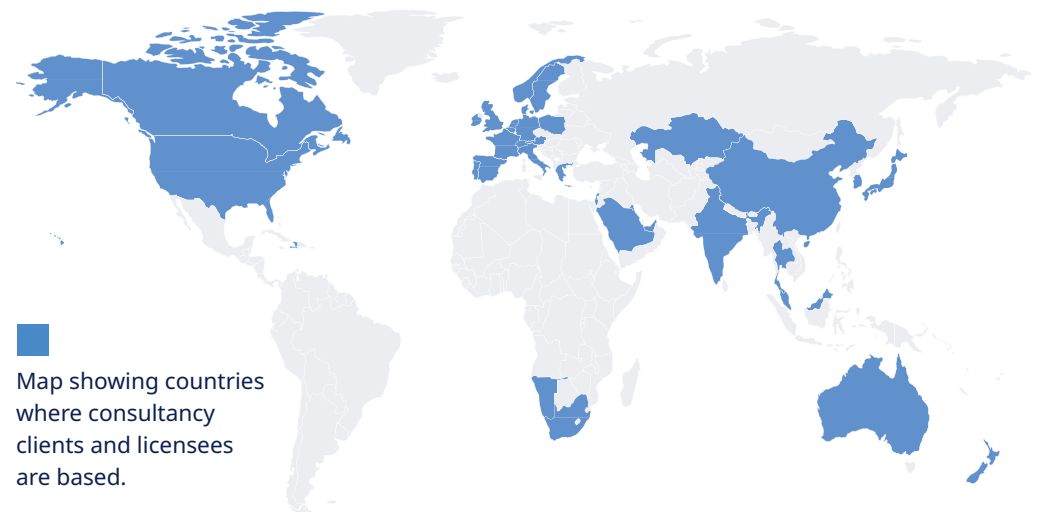
UN SDGs Addressed

We assess our active consultancy and services projects over the last year against the UN SDGs. These are shared below together with the 64 companies who address at least one SDG.

- 🟪 Companies
- 🟩 Consultancies

SDG	Companies	Consultancies
1 NO POVERTY	25	
2 ZERO HUNGER	9	2
3 GOOD HEALTH AND WELL-BEING	62	640
4 QUALITY EDUCATION	16	55
5 GENDER EQUALITY	18	
6 CLEAN WATER AND SANITATION	7	5
7 AFFORDABLE AND CLEAN ENERGY	11	12
8 DECENT WORK AND ECONOMIC GROWTH	32	3
9 INDUSTRY, INNOVATION AND INFRASTRUCTURE	31	116
10 REDUCED INEQUALITIES	19	6
11 SUSTAINABLE CITIES AND COMMUNITIES	12	8
12 RESPONSIBLE CONSUMPTION AND PRODUCTION	15	10
13 CLIMATE ACTION	15	2
14 LIFE BELOW WATER	7	1
15 LIFE ON LAND	12	11
16 PEACE, JUSTICE AND STRONG INSTITUTIONS	4	13
17 PARTNERSHIPS FOR THE GOALS	12	

THE GLOBAL GOALS

Cumulative SDG Count 2023-2024 (no duplicates) of companies.

Companies and consultancies are predominantly engaged in five primary themes:

Accelerating the pace of positive change
10 companies
127 consultancies

Enabling people to lead longer, healthier lives
42 companies
640 consultancies

Social equity and education
15 companies
74 consultancies

Protecting the future of our planet
2 companies
31 consultancies

Feeding the world and keeping us safe
3 companies
12 consultancies

🟦 Map showing countries where consultancy clients and licensees are based.

Accelerating the pace of positive change

Game-changing digital identity verification

Digital identity verification has become a cornerstone of web security. From setting up a bank account to hiring an electric scooter, we are now accustomed to the convenience of accessing services remotely. But this convenience brings with it the risk of fraud, and it is critical that the methods used for remote identity are accurate and secure.

Oxford start-up Onfido's AI-powered Real Identity Platform allows customers to orchestrate award-winning document and biometric verifications, as well as providing vital fraud detection signals. Co-founders Eamon Jubbawy, Ruhul Amin and Husayn Kassai – former students at Oxford's Saïd Business School – launched the company in 2012 through OUI's Startup Incubator. Over the past year, Onfido has helped prevent $3.9 billion in fraud losses for its global client base.

Rick van't Hof, Product Owner at e-scooter rental company Check, says: "Using Onfido platform, it's very clear to our customers what is being asked of them when being verified. It enables them to set up an account in seconds and be on their way on one of our scooters, while enabling us to keep operating costs low and run efficiently as an agile and high-growth business." Onfido Motion – a next-generation facial biometric technology – verifies 90% of Check's customers in under 15 seconds, empowering the business to onboard more customers, more quickly, while significantly reducing fraud exposure.

In April 2024, Onfido was bought by global security company Entrust Corp, marking the highest-value return to date on an Oxford University student-led startup supported by OUI's Incubator. The return received by OUI will be reinvested in OUI's Incubator programme to provide more opportunities for student and staff entrepreneurs to train, collaborate and develop more game-changing companies.

SDGs Addressed:

5 GENDER EQUALITY

8 DECENT WORK AND ECONOMIC GROWTH

10 REDUCED INEQUALITIES
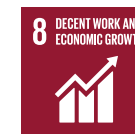
Protecting the future of our planet

mixergy®

Future-proofing our homes

Local authorities across the UK are facing a critical challenge: alleviating the fuel poverty crisis while reducing their own carbon emissions. Birmingham City Council is tackling that challenge with the help of Mixergy, an Oxford spinout whose innovative heating products interact with the grid to reduce carbon, save money and future-proof homes.

Since the project began, Mixergy's 'heat what you need' solutions have been retrofitted in around 700 properties in east Birmingham, leading to significant savings for council tenants. One happy resident said: "We've worked out it will be hundreds of pounds of savings a year. I'm better off, I can do more, I can spend more money on my grandchildren. It's the best thing the council has ever done."

Across Birmingham Council's fleet of Mixergy cylinders, Mixergy helped save an estimated 124 tonnes of CO_2 in 2023/24 – equivalent to a reduction in energy bills of over £100,000 annually. Meanwhile, a recent partnership with British Gas offers a £40 rebate to customers with Mixergy cylinders in recognition of their contribution to renewable energy.

The company's flagship project, the Mixergy X smart cylinder, has evolved from an idea conceived by founders Pete Armstrong and Ren Kang while they were completing their engineering DPhils. The device, which uses technology – including machine learning – to heat only what the home needs, not only reduces hot water energy consumption but also alleviates the load on our National Grid.

SDGs Addressed:

Social equity and education

MEVITAE

Building fairer workforces

MeVitae is a pioneering deep-tech spinout at the forefront of transforming workplace fairness with a visionary approach to eliminating cognitive and unconscious bias in human resources.
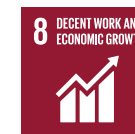
Founded in 2015 by Oxford alumni Riham Satti and Vivek Doraiswamy, MeVitae develops innovative technologies that seamlessly integrate with existing HR systems, empowering companies to make smarter, faster and fairer decisions. MeVitae's tools – including blind recruiting – leverage AI workforce data analysis to diagnose, address and overcome HR and DEI (diversity, equity and inclusion) challenges that many organisations face today.

In just a few years, the company has witnessed enormous growth, with more than 15,000 users now benefiting from the automated anonymisation of more than 20 protected characteristics from any CV or cover letter, and over 90% accuracy. Clients report up to a 50% increase in gender and ethnic diversity. Additionally, they have seen improvements in metrics such as religion (9%), first-generation university students (9%), and those who received free school meals (5%).

The US-based Environmental and Energy Study Institute (EESI) has successfully broadened its applicant pool for internships, drawing from a wider array of ethnic backgrounds and colleges since implementing MeVitae's technology. David Robison, EESI's Director of Finance and Administration, says: "Blind recruiting helps us home in on the key components of the applications we receive: the candidates' achievements, how their knowledge, experience and skillsets can be applied to our positions, and their level of interest and passion for the issues they will be working on. By partnering with MeVitae over the past year, we have been able to evaluate over 2,000 candidates while ensuring a fair review process."

SDGs Addressed:

5 GENDER EQUALITY

8 DECENT WORK AND ECONOMIC GROWTH

10 REDUCED INEQUALITIES

16 PEACE, JUSTICE AND STRONG INSTITUTIONS

Social equity and education

Greater Change

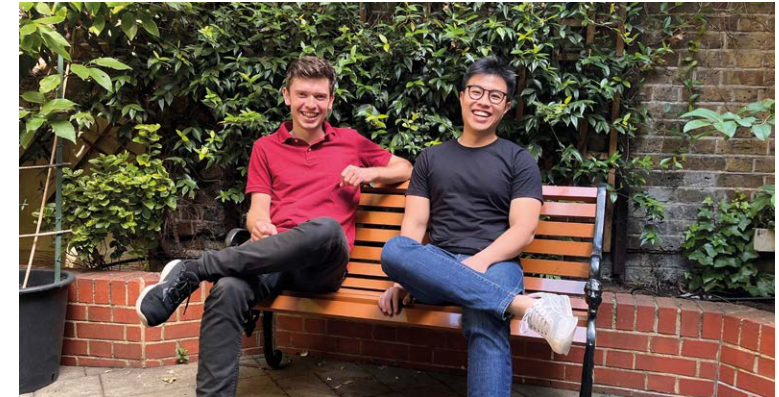# Helping people out of homelessness for good

Greater Change began in 2018 with the intention of helping people break the cycle of homelessness. Six years on, and the social enterprise has supported over 1,000 individuals, with 86% remaining in stable housing after six months to a year.

For every £1,319 Greater Change spends, the government saves £35,177 - a return of over 20 times. Of its ex-offender cohort, fewer than 8% have re-offended and 49% are now in gainful employment.

Founded by Oxford students Alex McCallion and Jonathan Tan with incubation support from OUI, Greater Change raises personalised, targeted funding for its clients to help them move out of homelessness.

One such client is Leigh. Struggling with his mental health, Leigh was unable to work, which led to rent arrears and eviction. After referral from a partner charity, Greater Change supported Leigh by funding his rent deposit and furnishings for a flat, allowing Leigh and his dog Coraline to settle into a new home and have his children to stay.

Leigh says: "Homelessness is a vicious cycle that's so difficult to get out of. What Greater Change does is great because it not only helps the person out, but it actually helps them feel more part of society. When I think back to how it was, it's like night and day."

Grants from Greater Change Help People Out of Homelessness

SDGs Addressed:

1 NO POVERTY

3 GOOD HEALTH AND WELL-BEING

8 DECENT WORK AND ECONOMIC GROWTH

10 REDUCED INEQUALITIES

Enabling people to lead longer, healthier lives

BRAINOMIX
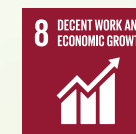
# Revolutionising stroke care through AI

This year, around 12 million people globally will have a stroke – 100,000 in the UK alone. AI algorithms developed by digital health trailblazer Brainomix are ensuring that more of those patients will receive better care and better outcomes.

Formed by researchers in Oxford's preclinical stroke lab in 2010 with support from OUI's startup incubator, Brainomix has raised more than £30 million in funding. The company's Brainomix 360 Stroke platform, which analyses images from brain scans, has been adopted by healthcare systems worldwide. To date, the technology has supported 1.5 million patients by helping doctors make quick, accurate decisions about their diagnosis and treatment.

A major new study involving 83,000 stroke patients found that use of the platform was associated with a 50% additional increase in the number of patients receiving life-changing mechanical thrombectomy procedures, while also improving the speed of treatment by 49 minutes (a 27% reduction). Notably, a prior study revealed that functional independence among patients tripled, rising from 16% to 48%.

Dr Kiruba Nagaratnam, Consultant Stroke Physician and Clinical Lead for Stroke Medicine at the Royal Berkshire NHS Foundation Trust, says: "I've been using Brainomix for the past three-and-a-half years. This is really powerful data showing that when Brainomix is implemented as a component of an existing collaborative stroke pathway, it clearly benefits stroke patients and enables more patients to access treatment."

SDGs Addressed:

3 GOOD HEALTH AND WELL-BEING
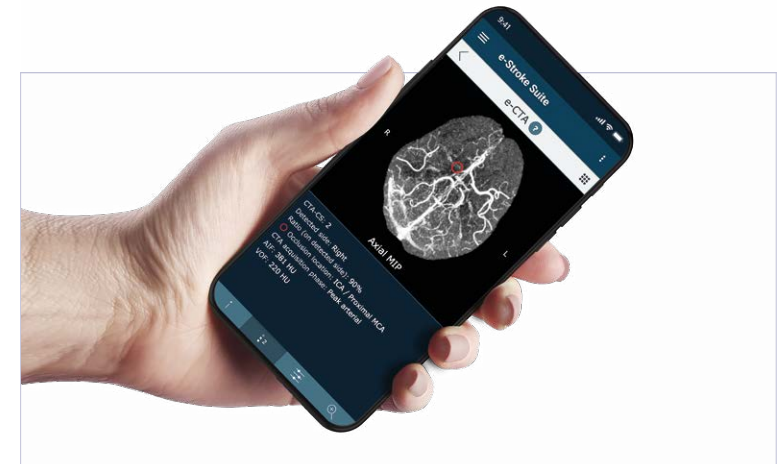
Enabling people to lead longer, healthier lives

oxehealth®

Supporting safer patient care

Mental health care can be a challenging experience both for those giving and receiving it. Oxehealth has been working on that challenge with clinicians, patients and carers since being spun out of Oxford University's Institute of Biomedical Engineering in 2012.

The company's contactless patient monitoring platform, Oxevision, supports clinicians in mental health hospitals to observe patients, intervene when necessary and plan patient care. Oxevision integrates camera-based hardware with a suite of software modules, including world-first medical devices for vital signs and sleep monitoring. Staff can interact with the platform using portable tablets or a fixed screen in the nursing station.

Oxehealth technology has been deployed across over 100 sites in the UK, US and Europe – including 50% of English NHS mental health trusts. Evaluations of the technology show impressive results, including a 44% reduction in bedroom self-harm in acute settings and a 48% reduction in night-time falls among older patients.

One patient who stayed in a room fitted with Oxevision says: "It can only benefit treatment. I would say it's an aid to nursing and it's a positive for patients who are getting better treatment, because the monitor is on the ball and the nurses are on the ball straight away should there be an alert. Only good things could be said about it."
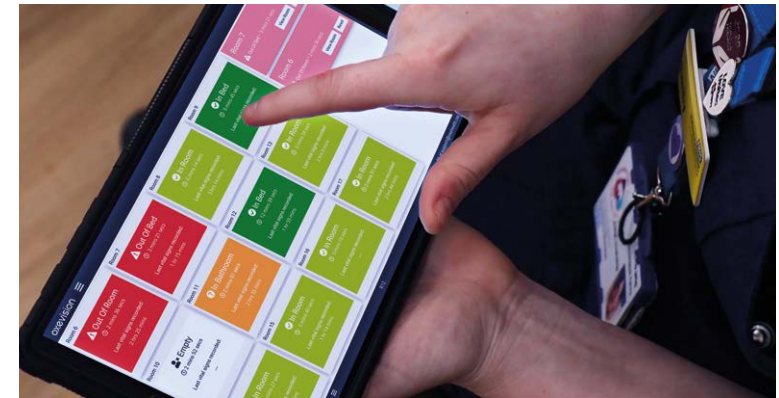
SDGs Addressed:

Enabling people to lead longer, healthier lives

OMRON

Licensed to reduce stroke and heart disease risk

High blood pressure (also known as hypertension) is the third-biggest risk factor for disease and disability in the UK – despite being one of the most preventable and treatable conditions. Around one in three adults have high blood pressure, costing the NHS £2.1bn each year and taking up 12% of all GP visits.

Self-monitoring at home could provide a solution, but its adoption has been low in the UK and there are concerns about patient anxiety and contradictory evidence.

Launched in 2021, the groundbreaking Viso remote monitoring platform from global health technology company OMRON helps clinicians manage a patient's medication plan based on home blood pressure readings. The system, licensed via OUI, is underpinned by an exclusive algorithm and marks another development in the digital transformation of the NHS.

The effectiveness of home blood pressure monitoring has been assessed by a team led by Professor Richard McManus of Oxford's Nuffield Department of Primary Care Health Sciences. A research study found that patients who self-monitor and have their medication dosage adjusted using home blood pressure readings have significantly lower blood pressure than patients whose dosage is guided by clinic readings.

This blood pressure reduction, if sustained, would be expected to reduce stroke risk by 20% and coronary heart disease risk by 10%. Viso has been rolled out in over 150 NHS practices, saving significant GP time and up to a third of appointments for hypertension.
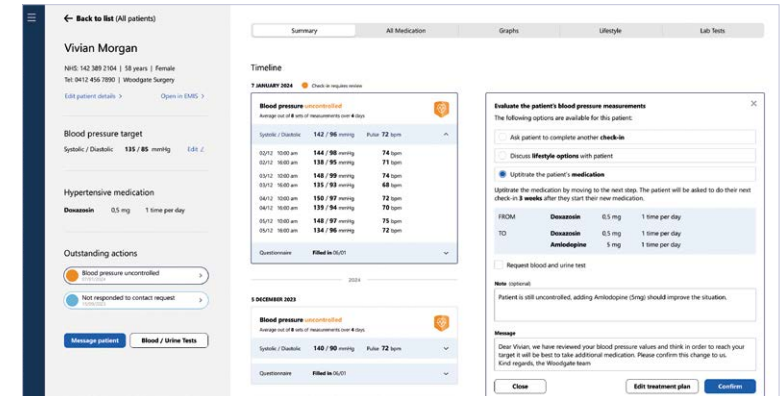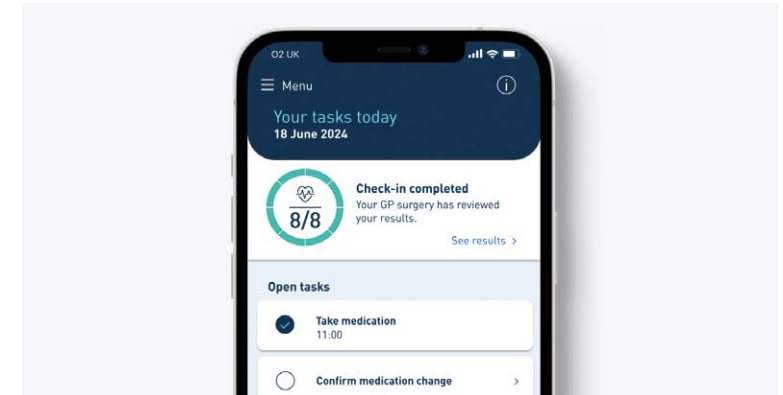
SDGs Addressed:

Enabling people to lead longer, healthier lives

Enhancing the treatment of pain

The latest Nurofen 'Gender Pain Gap' report reveals a widening gap between women and men in how pain is treated. Almost half of women feel their pain is ignored or dismissed by health professionals, while 14% of women surveyed still don't have a diagnosis, compared with 9% of men.

These important insights are among the results of more than six years of close collaboration between Nurofen (Reckitt) and academic researchers led by neuroscientist and pain expert Professor Rebeccah Slater of Oxford's Department of Paediatrics.

Facilitated by OUI's Consulting Services team, this work has informed some of Reckitt's most impactful public health campaigns – not least the company's drive to highlight women's experiences of pain.

The collaboration has also resulted in the formation of multiple OUI-led advisory boards, a series of academic papers and reports, two industry-sponsored DPhil students at Oxford, and planned clinical studies that will consider the effectiveness of pain treatments.

Reckitt's Chief Medical Officer says: "We are so grateful to Professor Rebeccah Slater and her team for adding enormous value to our work on Nurofen, ensuring our pain brands are backed by the best insights, the best evidence and the best science. The Oxford-Reckitt partnership shows what can be achieved through academic-industry collaboration, making a real difference to people in pain – and the work on the gender pain gap is a shining example of that."

SDGs Addressed:

## Enabling people to lead longer, healthier lives

The Endometriosis Health Profile (EHP)

Enhancing quality of life for women

Endometriosis affects around 1.5 million women in the UK. That's 1 in 10 women of reproductive age who suffer from varying levels of pain and discomfort, as well as potential impacts on fertility, mental health, work and social life, and more. The condition occurs when cells like those found in the womb lining grow elsewhere in the body, and the effects can be debilitating.

For the past 20 years, a set of specialised questionnaires known as the Endometriosis Health Profile (EHP) has been helping healthcare professionals assess the symptoms – physical, emotional and social – of women with endometriosis. The EHP is designed with a focus on the patient's experience, making it a valuable tool for understanding the personal impact of endometriosis. Since 2008, more than 450 copyright licences have been granted for use on a global scale, with 68% being used for publicly funded treatment or within academic studies, and aptly supported by a library of 64 translations. This has enabled use with over 293,000 patients, giving them the opportunity to provide a voice in their endometriosis-related healthcare and has further enabled clinicians and healthcare professionals to make informed decisions around treatment and interventions.

A review of 139 studies found that most women reported improvements in health-related quality of life after treatment, whilst surgical interventions showed significant improvements for the longest time. Perhaps most notably, the questionnaires are particularly suited to clinical trials of new therapies: in 2022, the US Food and Drug Administration approved a new treatment, Myfembree, for endometriosis pain management. Data from the EHP formed a key part of the trials.
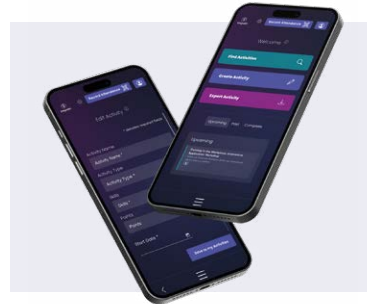
SDGs Addressed:

3 GOOD HEALTH AND WELL-BEING
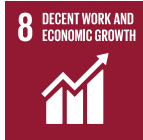
4 QUALITY EDUCATION

10 REDUCED INEQUALITIES
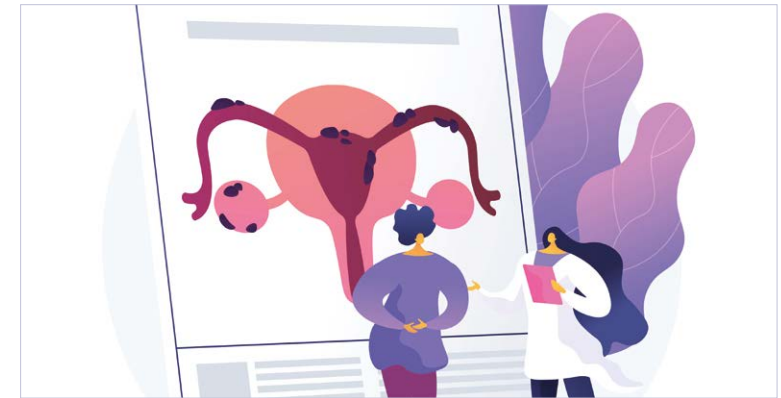
Social equity and education

Inkpath

Inkpath's skills and career development platform has over 80,000 users, with clients spanning the UK, Australia and the US.

SDGs Addressed:

Oxprox

OxProx's data on companies' environmental, social and governance (ESG) voting records was used to compile the latest Investors for Paris Compliance 'Canadian Climate Voting Record' report.

SDGs Addressed:

The A-Day

The A-Day has distributed 4,875 packs of its award-winning supplement gum to at-risk groups since 2022, alleviating vitamin deficiencies and dental health problems among vulnerable people such as refugees.

SDGs Addressed:

Accelerating the pace of positive change

Covatic

Covatic's private-by-design advertising have helped its clients reach over 900 million people, an average of 81 million monthly active users - without exposing personal data.
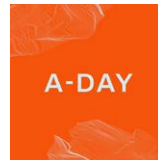
SDGs Addressed:

We've made progress this year and would like to thank our survey contributors and case study partners and our wider network.

If you'd like to be involved through partnerships, OUI's Innovation Society or next year's impact reporting,
please contact us via email: marketing@innovation.ox.ac.uk

Please scan to view
the online version.

Impact report micro-site: https://impactreport2024.innovation.ox.ac.uk
OUI main website: www.innovation.ox.ac.uk