

## Swarm Series – Part 3 – Invest in Research

### Pre-work

For researchers to have the money and resources to carry out their research, they need to attract funding. There are different types of funding and investment out there (for research and businesses). In the exercise, we are going to focus on three types of investment:

- *Blue Sky Thinking* – this type of research is trying to do something extremely exciting, new done before. This type of funding is risky as it will likely fail (as the ideas are so innovative), but if it works the reward would be large and could change the world.
- *Business Ready* – is the research ready to become a business? In this case, you should think about whether the research could make money as a business. (Questions to consider here – does the research solve a problem? Will people, companies or governments be willing to pay for the solution? Do other similar companies exist?)
- *Social Impact* – will the research help society or the world? This type of research is very important and often overlooked in funding. A useful way to judge research for social impact is whether the research meets any of the [UN Sustainability Goals](#).

### Exercise

Watch the 2-min pitches from us and our colleagues. Fill in the table on the next page with a name and summary the research, what type of investment you think is most suitable and why, and how much you would invest in the research (pretend you have £1million and you can give it all to one research or you can divide it up between everyone).

