

# **BASTION project**

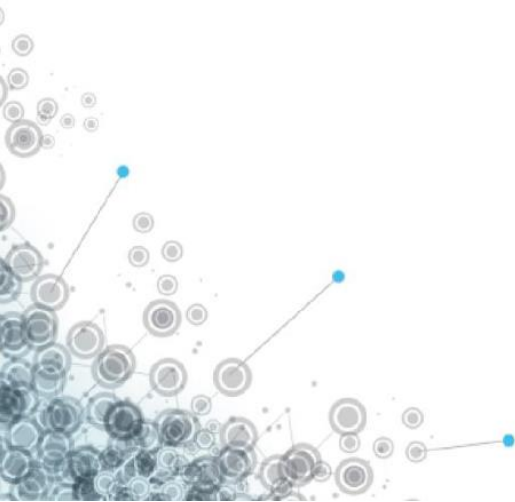
Report on twinning

WP1 Task 1.11

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## General information about the twinning in the BASTION project

The subject of task 1.11 of the BASTION project assumed the transfer of know-how and stimulation of innovation-driven research to bring research results from bench to the bedside. There was planned a 2-month internship by MUW employee at Science|Business office in Brussels, which was divided into two visits – one for Karolina Dzwonek - Innovation Manager, and another for Michał Gierałowski Public Relations Manager. The task objective includes obtain know how on facilitation of innovation driven research between industry and academic centers of excellence in translational oncology and personalized medicine.

## Information about the project partner: Science|Business

Science|Business (S|B) is a partnering organization in the BASTION project. S|B core business is facilitating contacts between private enterprises policy makers in the European and science innovation community. S|B runs online news portal which helps user not only be up to date with innovation news but also helps members of the research and innovation community find about latest trends and events regarding this particular area. The company, based in London and Brussels, is run by leading technology journalists, including former managing editors of the Wall Street Journal Europe and Nature.

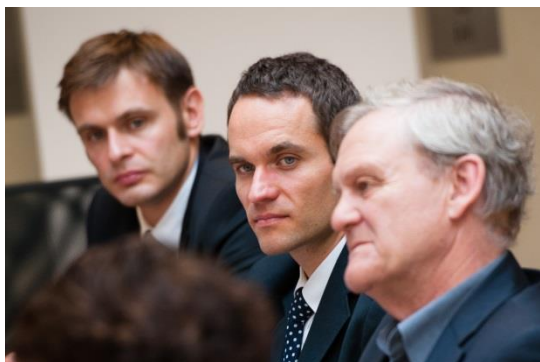
S|B is dedicated to help Europe innovate, provide latest news to the decision makers in the worlds of research, industry and policy. The company:

- provides solutions to clients seeking better ways to access the European research and innovation marketplace and policy world
- links over 30 university and corporate members in a high-level network to facilitate deals, develop strategy, raise their public profiles, and help communicate the importance of innovation to Europe's future
- provides a top-level sounding board for EU leaders to test their new policy ideas in research and innovation
- delivers original research and analysis of key issues in EU research and innovation policy.
- provides expert knowledge, latest intelligence, and the inside track to research and innovation developments across Europe

Michał Gierałtowski has been working at Science|Business office from August 26<sup>th</sup> until September 27<sup>th</sup> 2013. He was engaged in company activities, including networking, organizing events, data analysis, marketing, online promotion activities.

## List of projects executed during the twinning in the S|B:

### 1. Organizing S|B conferences



As a part of my duties in the S|B I was a member of the team responsible for organizing following events: ***Patents in Europe what's next?; Supercomputers; A Single Market for Innovation.***

The participation in the event preparation include: facilitation of contact with potential event participants; preparing promotion materials for the events; organizing the venue for the event.

The events offers excellent opportunity to meet professionals from different fields of science and industry what lead to better understanding the market and to establish new contacts for future cooperation of the MUW and BASTION.



## **2. Preparing online communication strategy for the corporate site for one of the S|B clients**

As a first step in this project I have prepared complete analysis of current strategy of obtaining and maintaining a client. I have prepared a SWAT analysis of the company communication activities. Based on that I have prepared a list of recommendations regarding the moats effective strategies in the area moats curtail for the company.

## **3. Optimizing ecommerce module for the SB site**

I have prepare a report on developing a more user friendly way of interacting with online S|B customers. Using latest data from the online costumer experience area I have developed a new interface which would optimize ecommerce process in the S|B site.

## **4. Preparing a strategy for maximizing performance of the S|B data bases**

The company gathers a lots of data bases with personal information during executing projects for the customers. Not all of the synergies that could be obtain during the process are fully used. I have prepared the list of recommendation on more efficient way of managing and commercializing leads gathered during the process.

## **5. Preparing mid-term online strategy for S|B online presence**

As a input to this activity first I have prepared analysis regarding current situation of S|B presence in the web. After gathering all data and preparing conclusions I have prepared a report which include:

- preparing internal campaign plan for the S|B site (editorial and display campaign)
- preparing external campaign plan for the S|B site (editorial and display campaign)
- preparing a list of Search Engine Optimization guidelines that needs to be implemented in the site
- preparing a product advertising campaign for S|B

## **5. Pre-launch analysis for the new product**

Due to rapid growth of the company I have prepared an analysis on launching new product on the market. The input for the project was: revenue share of each project executed by the S|B, trends in the income, web analytics of the most wanted content from the perspective of the user. Base on that I have prepared a business case for the company board.

**Attachments:**

1. Patents in Europe: Agenda + Biography
2. Patents in Europe: Agenda and Attendance
3. A Single Market for Innovation: Agenda