



PITCHDECK.

AUSTRALO
| **MARKETING
THE FUTURE**



HOLA!

**JOSE
GONZALEZ**

- ✱ I'm the CEO and Founder of **AUSTRALO**
- ✱ An engineer turned entrepreneur
- ✱ 15+ years working in Research + Innovation



SCIENCE WILL TRANSFORM THE WORLD OF TOMORROW

✱ Only under the right circumstances

TECHNOLOGY
HEALTHCARE
BIOECONOMY
ENERGY

STARTING THE 20TH CENTURY...



* **40%**

Cars in the USA were
electric



* **1920**

Ford MODEL T took over
the market, making gas
engines the default choice



A CENTURY LATER...



* **2012**

Tesla MODEL S re-imagined
the EV industry, reshaping
trends



* **25%**

Market share for
plug-in cars today



| DIMENSIONS OF DISRUPTION

VISIBILITY

Will the stakeholders see and understand its value?

REPLICABILITY

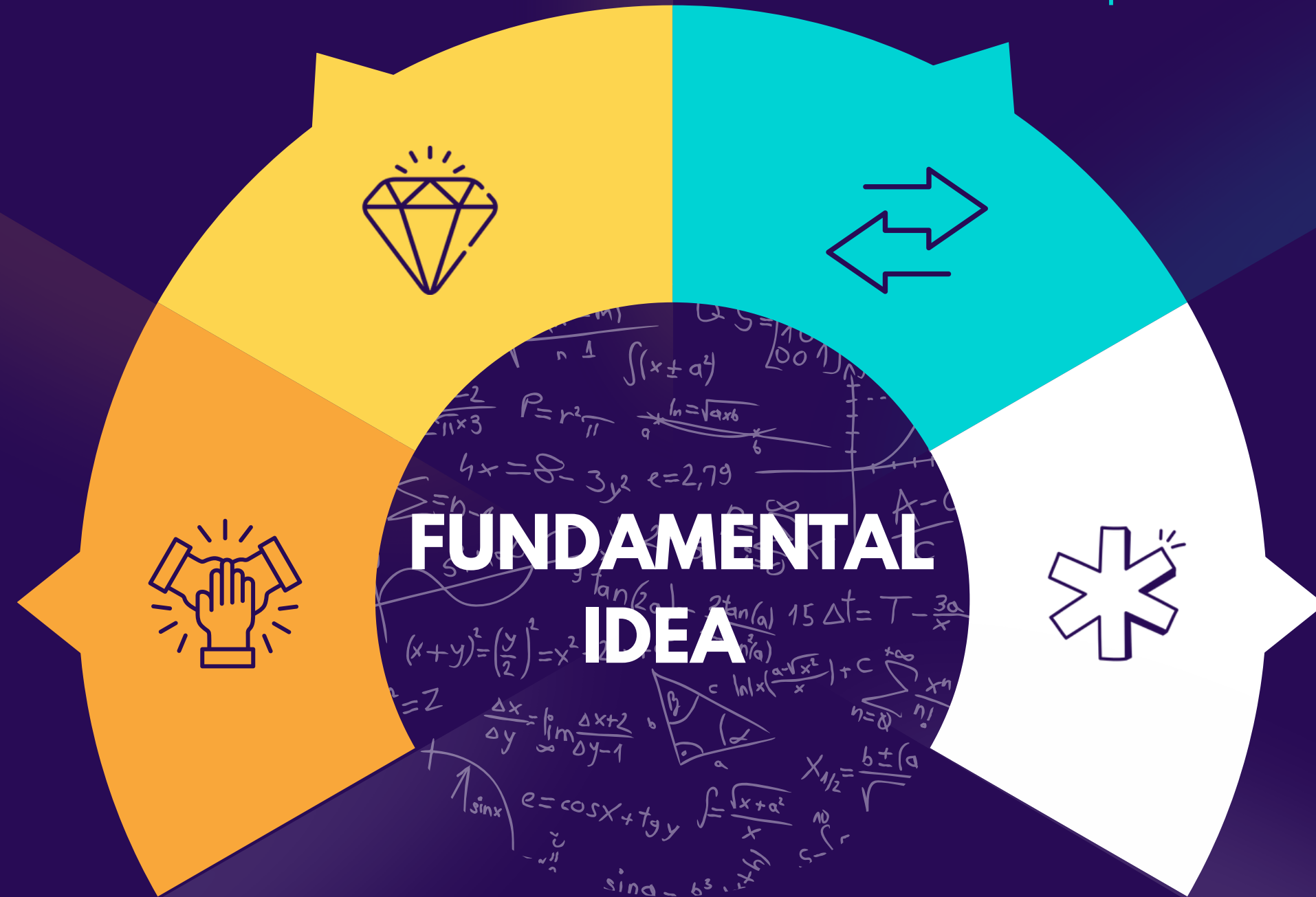
Can others adopt and adapt it?

IMPLEMENTATION

How is it developed and by who?

SCALABILITY

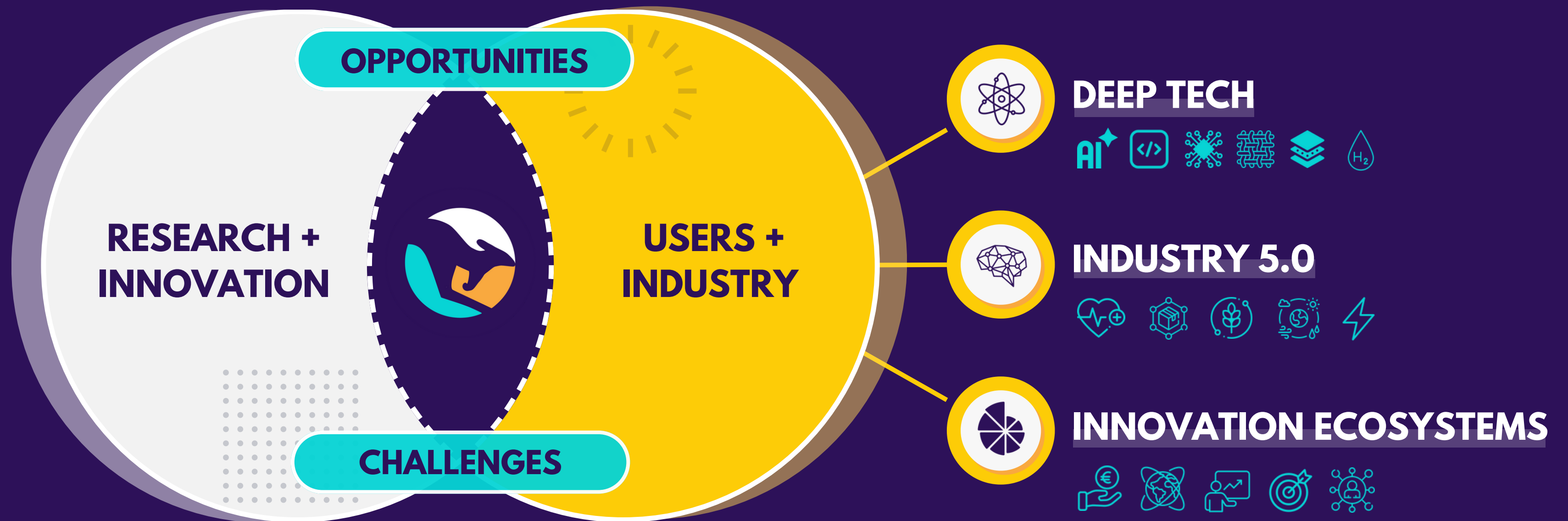
Can it grow beyond and be used?





HACK THE LAB TO MARKET

- * AUSTRALO is a marketing agency turning breakthrough science into **RESULTS**, **ADOPTION** and **GROWTH**.
- * We need unconventional marketing to bridge the gap.





| VALUE PROPOSITION

✱ Scaling up the power of disruption in Research + Innovation

DISSEMINATION + COMMUNICATION



Science Communication
Digital Marketing Campaigns
Website + Branding
Social Media

VISIBILITY



INNOVATION + EXPLOITATION



IP Management
Go-to-Market Plans
Open Innovation
Impact Monitoring

REPLICABILITY



ECOSYSTEM BUILDING



Stakeholder Consultation
Design Thinking
Partnerships
Advocacy

SCALABILITY



| FEATURED WORK



DEEP TECH



INDUSTRY 5.0



INNOVATION ECOSYSTEMS



| STRENGTH IN NUMBERS



OFFICES IN
SPAIN + ESTONIA



52 EU PROJECTS
300+ SUBMITTED PROPOSALS



20% SUCCESS RATE
vs 12% average HORIZON EUROPE

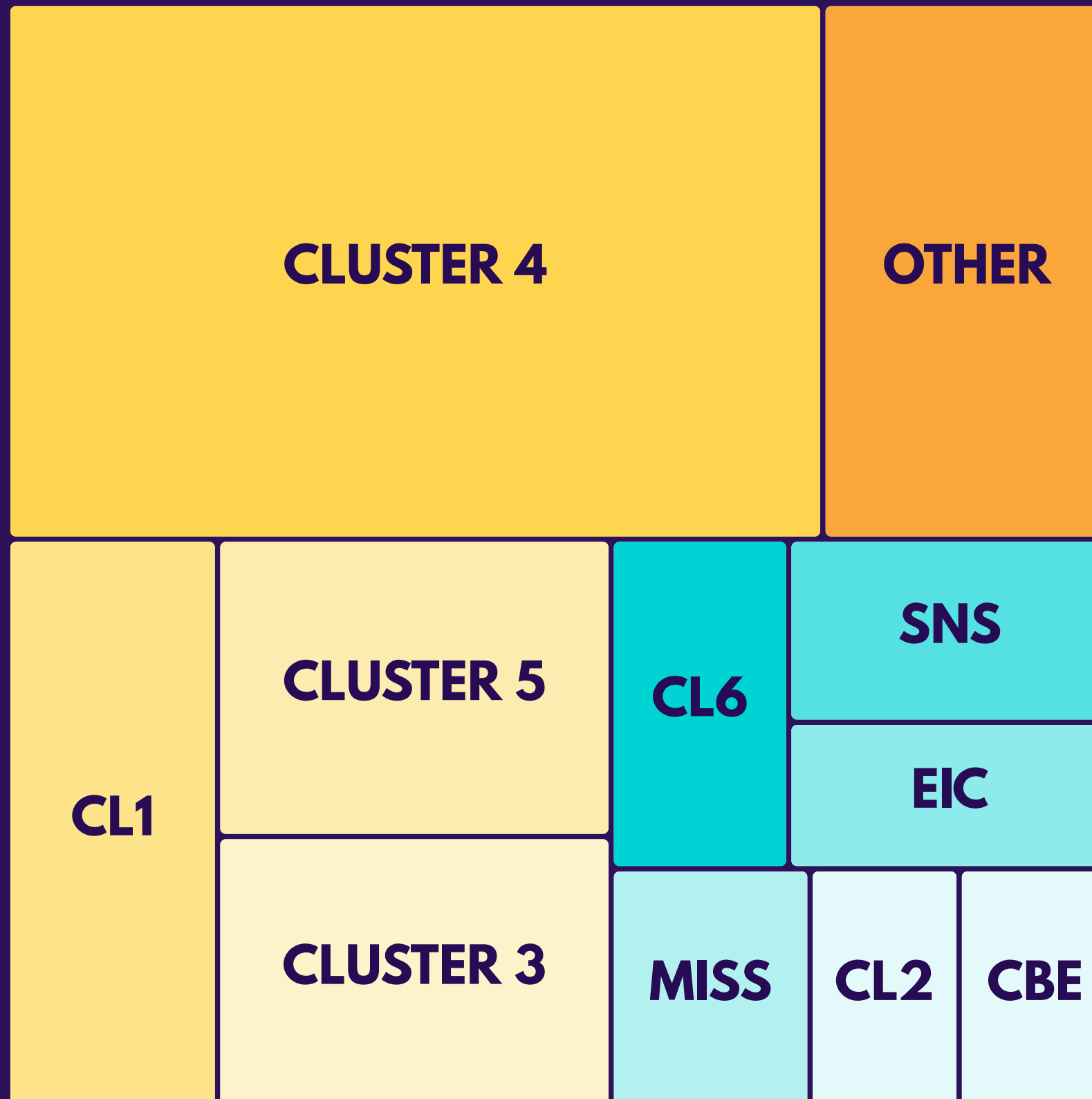


30 TEAM MEMBERS
10 COUNTRIES



80% WOMEN

| STRENGTH IN NUMBERS



CL4 - DIGITAL, INDUSTRY, SPACE

CL1 - HEALTH

CL5 - CLIMATE, ENERGY, MOBILITY

CL3 - CIVIL SECURITY FOR SOCIETY

CL6 - FOOD, AGRICULTURE, ENVIRONMENT

SNS - SMART NETWORKS AND SERVICES

EIC - EUROPEAN INNOVATION COUNCIL

MISS - EU MISSIONS

CL2 - CULTURE, CREATIVITY, INCLUSIVE SOCIETY

CBE - CIRCULAR BIO-BASED EUROPE



PARTNERSHIP MODEL



✱ We seek collaboration with partners to co-develop project ideas, bringing our expertise in impact to win grants.

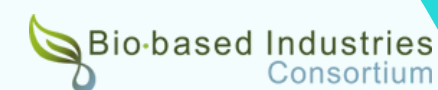
- + **OBJECTIVE:** Work in the project. Proposal is just the means
- + Active Proposal Writing (IMPACT - Section 2)
- + Work Package + Task Leadership
- + Quality Check
- + Partner Endorsement



HORIZON EUROPE



OUR NETWORK



**THANK
YOU.**



australoteam



AustraloTeam



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