



PITCHDECK.

AUSTRALO
| MARKETING
THE FUTURE



- * 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



* **2012**

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

**A CENTURY
LATER...**



* **25%**

Market share for
plug-in cars today

I DIMENSIONS OF DISRUPTION



VISIBILITY

Will the stakeholders see and understand its value?

IMPLEMENTATION

How is it developed and by who?

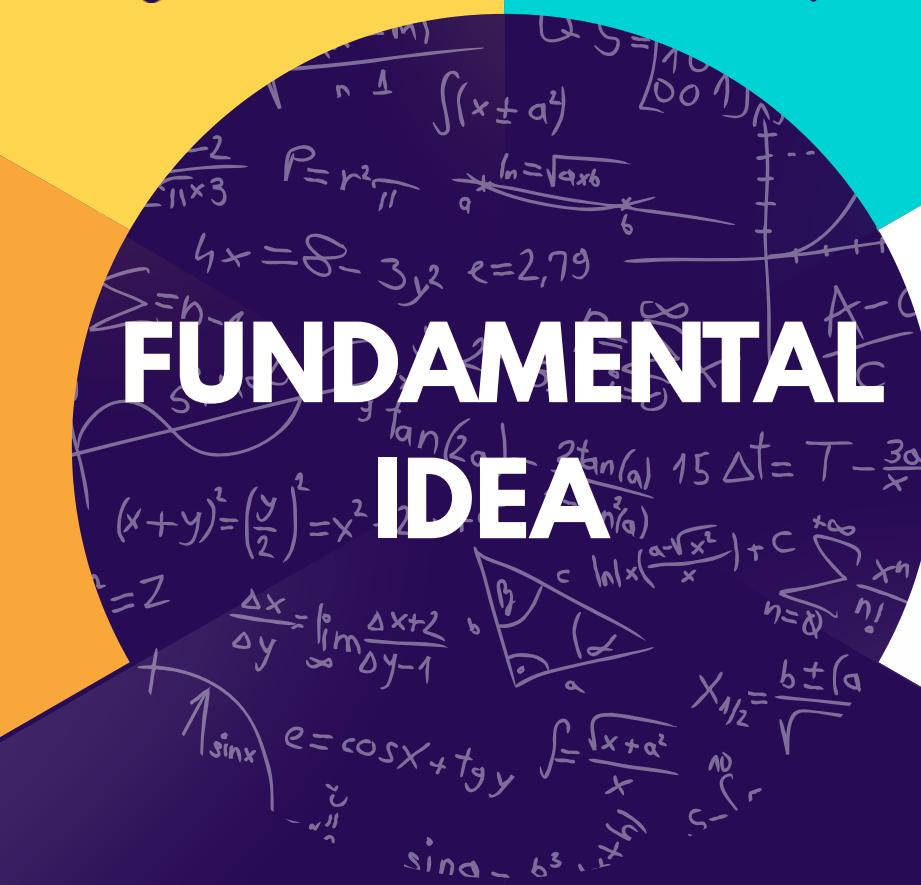


REPLICABILITY

Can others adopt and adapt it?



FUNDAMENTAL IDEA



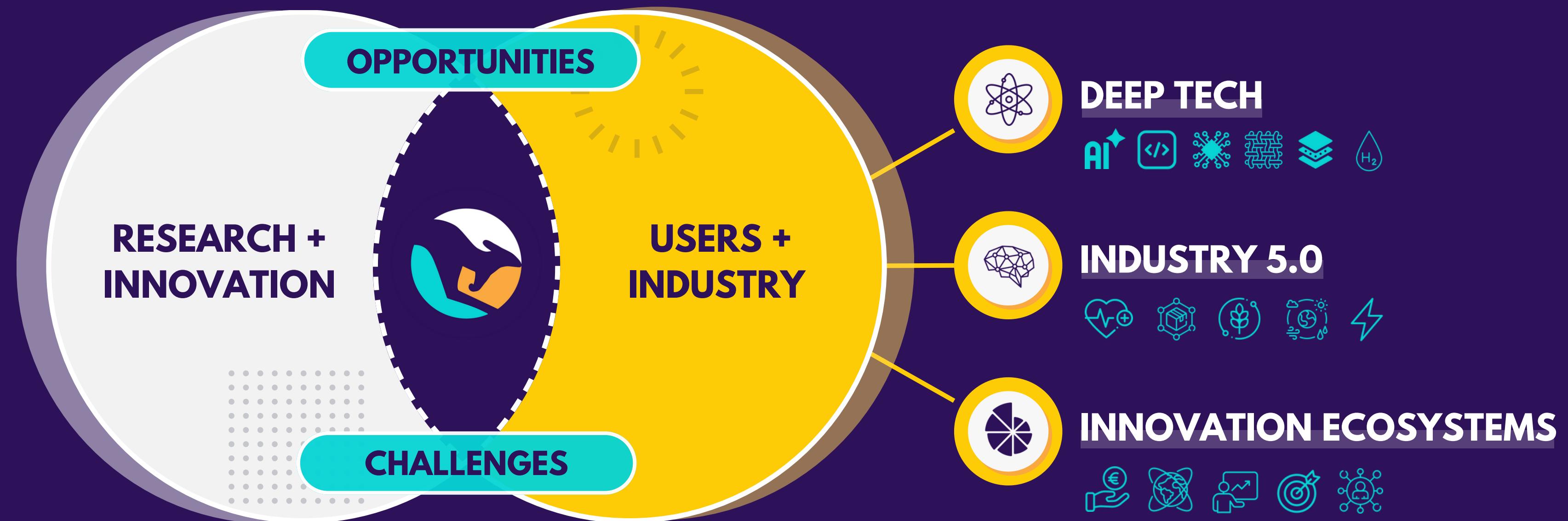
SCALABILITY

Can it grow beyond and be used?

I 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

INNOVATION + EXPLOITATION



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

ECOSYSTEM BUILDING



Stakeholder Consultation
Design Thinking
Partnerships
Advocacy

VISIBILITY



REPLICABILITY



SCALABILITY



FEATURED WORK

DEEP TECH



INDUSTRY 5.0



INNOVATION ECOSYSTEMS



I STRENGTH IN NUMBERS



**OFFICES IN
SPAIN + ESTONIA**



52 EU PROJECTS
300+ SUBMITTED PROPOSALS



**30 TEAM MEMBERS
10 COUNTRIES**

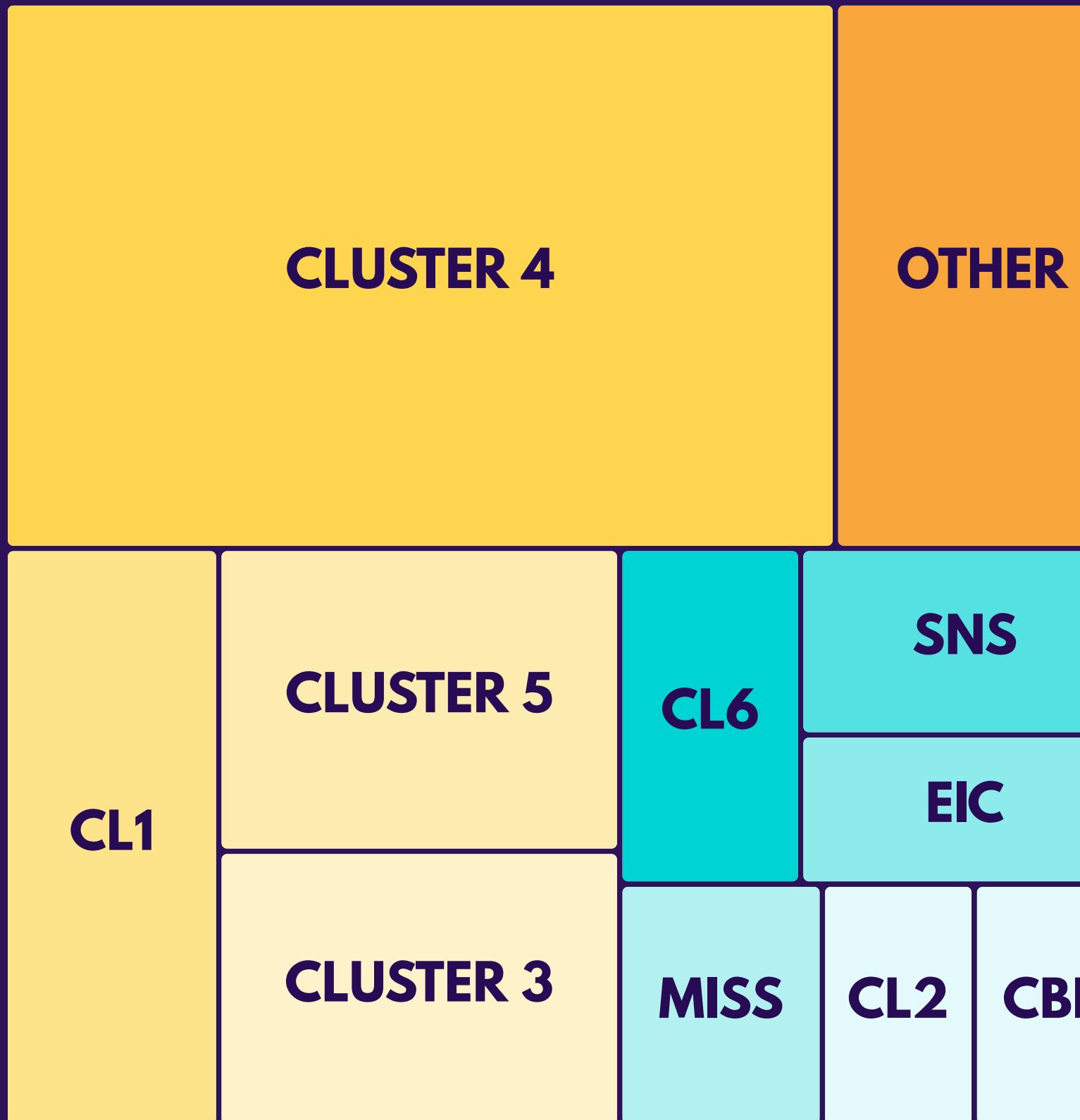


20% SUCCESS RATE
vs 12% average HORIZON EUROPE



80% WOMEN

I 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

6G SNS IA
MEMBER

NEXT GENERATION INTERNET
INTERNET OF HUMANS

BDV BIG DATA VALUE ASSOCIATION
Associate Member

eubic associate member

Bio-based Industries Consortium

GRAPHENE FLAGSHIP

Aeneas

NETWORLD EUROPE

RHC

DCA Digital Catalonia Alliance

Global Alliance for Genomics & Health

PHOTONICS²¹

Telefónica

orange™

ERICSSON

NOKIA

intel.

Atos

NXP

NTT DATA

indra

Fraunhofer

tecnalia

POLITÉCNICA

imec

SINTEF

tu Berlin

cttc^R

cei leti

TU Delft

TECHNISCHE UNIVERSITÄT DRESDEN

CERTH
CENTRE FOR RESEARCH & TECHNOLOGY HELLAS

DFK

Maastricht University

zhaw

Erasmus
ERASMUS UNIVERSITEIT ROTTERDAM

Acciona

VIAS

Vall d'Hebron

HUMANITAS
RESEARCH HOSPITAL

Karolinska Institutet
ANNO 1810

Karolinska Institutet

SaludMadrid

FUNDACIÓN VALENCIAPORT

ECLIPSE FOUNDATION

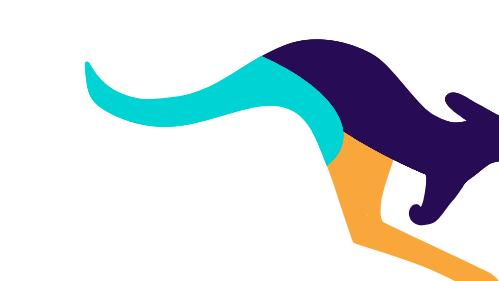
Red Hat

F6S

Sploro

FundingBox

ebn
ERN | EuroBloodNet



THANK YOU.



australoteam



AustraloTeam



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