



Nexuswelt: Strategic Partner for EU Funding Projects & Digital Innovation

Nexuswelt Marketing and Communication Agency is an internationally recognized digital marketing and innovation consultancy specializing in EU project management and comprehensive digital transformation solutions.

Your Strategic Partner for Project Excellence

About NEXUSWELT

Strategic Partner for Innovation, Growth & Digital Transformation



Who We Are

International digital marketing and communications agency

With headquarters in Munich and international offices across Europe, Nexuswelt combines innovation with high-quality services.

Global Presence

Your dedicated partner navigating the digital landscape, working towards sustainable success and growth for your business.

Our DNA

Client-Focused - Your success at the center of everything we do

Innovation-Driven - Creativity with cutting-edge technology

Our Approach

Partnership Approach - We work with you, not just for you

Results-Oriented - Delivering measurable outcomes and ROI



OUR AREAS OF EXPERTISE

Intelligent solutions for EU projects, business growth, and digital transformation

EU PROJECT SERVICES

Comprehensive support for European funding initiatives and collaborative projects

AI & AUTOMATION SOLUTIONS

Cutting-edge intelligent systems to streamline operations and enhance decision-making

INNOVATION MANAGEMENT & EXPLOITATION

Transforming creative ideas into marketable solutions with strategic implementation

WEB & APP DEVELOPMENT

Custom digital solutions designed for optimal user experience and functionality

DIGITAL MARKETING

Data-driven promotional strategies to maximize visibility and engagement



EU Project services

Nexuswelt offers comprehensive services for EU projects, ensuring seamless project management and successful outcomes through strategic communication, dissemination planning, and stakeholder engagement frameworks



PROJECT COMMUNICATION & DISSEMINATION

Strategic communication planning, stakeholder engagement, digital platforms, and impact maximization throughout project lifecycle





RESULTS EXPLOITATION & COMMERCIALIZATION

Transform project outcomes into market opportunities through strategic planning, IP management, and business model development

Exploitation strategy development and implementation

Market analysis and opportunity assessment

Business model development and validation

Intellectual property strategy and management

Technology transfer facilitation and support

Investment readiness and funding strategy

Commercialization pathway planning

Stakeholder ecosystem development

TECHNOLOGY ACCEPTANCE & IMPACT MAXIMIZATION

Unlocking transformative impacts through strategic technology acceptance

Using renowned models like Technology Acceptance Model (TAM) and Unified Theory of Acceptance and Use of Technology (UTAUT) to gain insights into user intentions and shape future product development.

1

MONITORING TECHNOLOGY ACCEPTANCE

- Technology acceptance level monitoring across stakeholders
- User perception and adoption behavior analysis
- Impact assessment and improvement identification
- Real-time feedback collection and barrier identification

2

GATHERING STAKEHOLDER FEEDBACK

- Active stakeholder engagement and consultation
- User needs assessment and requirements alignment
- Feedback-driven product development guidance
- Continuous improvement and user experience optimization

PROJECT MANAGEMENT & COMPLIANCE EXCELLENCE

Ensure full compliance with EU requirements, manage reporting obligations, and maintain project documentation standards

Compliance & Regulatory Excellence

1

- EU compliance framework implementation
- Reporting template development and management
- Documentation standardization and quality control
- Audit preparation and support services
- Legal requirement monitoring and updates
- Performance tracking and KPI management

2

Comprehensive Risk Assessment Solutions

Systematic Risk Management Using FMEA Methodology

Detailed Analysis: In-depth system and project analysis through close client collaboration to understand objectives, operational context, and specific risk concerns.

FMEA Implementation: Systematic examination of potential failure modes and effects using Failure Mode and Effect Analysis methodology across different lifecycle stages.

Risk Mitigation Strategies: Development of customized mitigation strategies including control measures, process redesigns, and technology adoptions focused on feasibility and regulatory compliance.

Digital marketing and AI Business Intelligence services



AI-Powered Business Intelligence & Analytics

Transform Data Into Strategic Advantage

Nexuswelt's advanced AI analytics solutions turn your business data into actionable intelligence, enabling predictive decision-making and automated insights that drive competitive advantage.



Business Intelligence & Predictive Analytics

- Advanced Data Recognition
- Predictive Business Modeling
- Competitive Intelligence Automation



Financial & Risk Intelligence

- Automated Financial Forecasting
- Risk Assessment & Mitigation
- Fraud Detection & Prevention



Customer Intelligence & Personalization

- Customer Segmentation & Targeting
- Behavioral Prediction Models
- Dynamic Pricing Optimization

Intelligent Process Automation & Operational Excellence

Streamline Operations with Smart Automation

Nexuswelt's intelligent automation solutions eliminate manual bottlenecks, reduce operational costs, and enhance productivity through AI-powered process optimization and workflow automation.



Workflow & Process Automation

- **Document Processing Automation** - Intelligent document classification and data extraction
- **Supply Chain Intelligence** - AI-optimized inventory management and logistics
- **Quality Control Automation** - Computer vision systems for inspection
- **Resource Allocation Optimization** - Intelligent scheduling and management



Customer Service & Support Automation

- **Intelligent Virtual Assistants** - Advanced chatbots with human-like interaction
- **Automated Ticket Routing** - Smart help desk systems for support requests
- **Sentiment Analysis** - Real-time customer satisfaction monitoring



HR & Administrative Automation

- **Recruitment Process Intelligence** - AI-powered candidate screening
- **Employee Performance Analytics** - Automated skill gap analysis
- **Compliance & Reporting Automation** - Intelligent regulatory systems



Web & App Development Solutions

Comprehensive Digital Development Services

Create powerful digital experiences that engage users and drive business growth. Our full-stack development expertise covers everything from simple websites to complex enterprise applications and mobile solutions.



Digital Marketing & Public Relations Solutions

Strategic Brand Building and Market Authority

Nexuswelt transforms companies into recognized industry authorities through integrated digital marketing and strategic public relations. Our brand-focused approach builds powerful market presence while establishing thought leadership and driving measurable business growth.



Thank you!

CONTACT

Anna Lackner - Founder & Strategic Director, External Consultant @
Infineon Technologies AG

✉ anna.lackner@nexuswelt.com

🌐 www.nexuswelt.com

📞 +49 162 986 4264

Your Strategic Partner for Innovation Excellence

