



THE SCILINK FOUNDATION

OSCAR Exploitation Plan of eDoer



Stichting SciLink

Established in 2018 as a Dutch Foundation. CRKBO certified in 2019. Partner in two Erasmus+ Projects. First open, online courses were given in 2020. SciLink is based in Amsterdam, the Netherlands although some of its' members are located in other cities and countries.

EduWorks MSCA ITN | 2013-2017

Based experiences gained in the ITN, we built a training portfolio of 16 courses focused on transversal and research career development skills.

Our Mission

We are committed to supporting sustainable careers of early and experienced researchers by offering high quality workshops, mentoring, and courses focusing on transversal and research career development skills.

Supporting Sustainable Researcher Careers

- SciLink is one of the drivers of policy debate around sustainable researcher careers, what has also been adopted by the MSCA Unit at the EC
- Together with the Marie Curie Alumni Association and Eurodoc SciLink developed the agenda of Sustainable Researcher Careers
- <https://zenodo.org/record/3194228>
- SciLink is a core member of the Researcher Mental Health COST Action, and an institutional supporter of the Researcher Mental Health and Well-Being Manifesto (published on 11 October 2021)



OSCAR

E+ INNOVATION PROJECT 2020-2023

Providing personalized training on researcher mental health and career development by using AI-based learning recommendations and online mentoring

- Developing an AI-based training recommender
- Online mentoring
- Measuring training effectiveness
- Budget approx. EUR 440,000



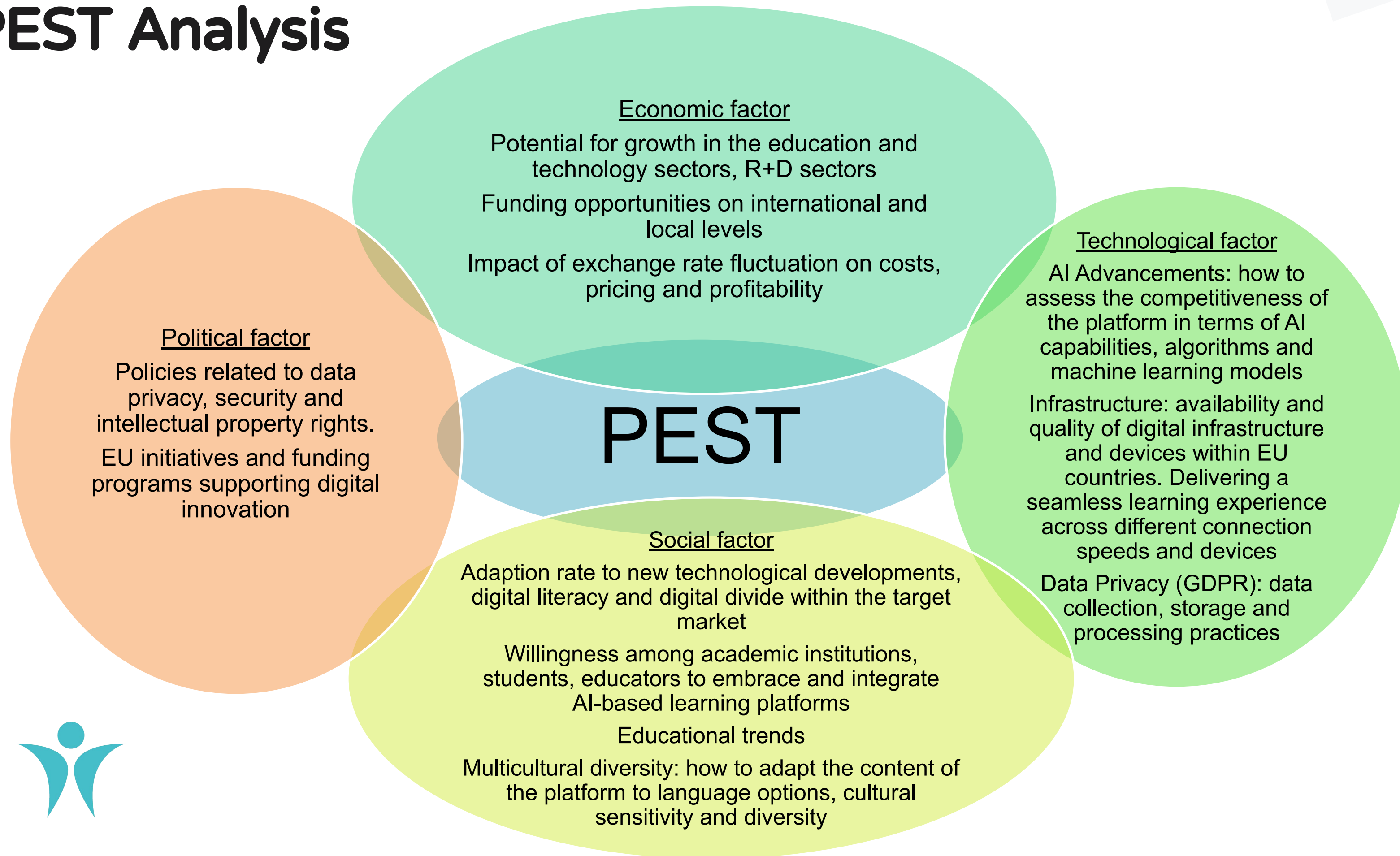


Sustainability of eDoer

Exploitation Planning Strategy and

Outcomes

PEST Analysis



SWOT Analysis

S Strengths	W Weaknesses	O Opportunities	T Threats
<ul style="list-style-type: none">• Innovative product offering a new approach to AI learning• Unique value of the content and platform: it is a mixture of human created input and AI intervention• Content created & verified by experts	<ul style="list-style-type: none">• Not enough brand recognition• Lack of public validation of expert input• Credibility a unique aspect of the content	<ul style="list-style-type: none">• Integrate a ChatGPT model• Add-on expert groups that complement the learning retrieved from the platform• Constantly refreshing validated contents• Tailor-made and personalised program and learning materials	<ul style="list-style-type: none">• Tough competition in the AI based learning platforms market• Challenges in reaching the specific target group• Constantly changing technical environment



Competition Analysis

Nr.	Competitor name/webpage	Specifications
1	<u>Pluralsight</u> https://www.pluralsight.com/	Online learning platform Topics related to technology 180 countries
2	<u>Mindtoolbusiness</u> https://mindtoolsbusiness.com/	Leadership development, customer education, management training

And many more: Nuance's Dragon Speech Recognition, Gradescope, Ivy Chatbot, ChatGPT, Cognii, Knowji, Plaito....



....**but** none of them targets specifically the academic sphere or created content with mixed technique and focuses on mental health, well-being and career development on a high proficiency level

Target Audience

Specific Audience (SA):

1. Academic institutions **B2B**
 - a. Wellbeing departments
 - b. Career offices
2. Industry (private companies) **B2B**
 - a. HR / Talent departments
 - b. Health and safety
 - c. Learning and Development
3. Individual users (To everyone except those that are in an emergency situation) **B2C**
4. Mental health professionals (That can use eDoer in their practice) **B2B2C**



General Audience (GA):

Users interested in learning platform (from different academic backgrounds)

Sustainability of the results after the end of the OSCAR Project

Model	Value proposition	Type of monetization
B2B	Provide to other businesses a platform that offers a catalog with contents that these businesses can use and add/manage for their daily tasks	<p>Basic plan free Other plans with fees (TBC):</p> <ul style="list-style-type: none"> • Option to have GPT • Contents that are freshly new • Complete rates of experts • Rates from users vs (add-on) rates from experts • Add-on expert groups that complement the learning retrieved from the platform (1 session per month) <p>Value must consider the dimension of the organization and use a “scalability pricing model” (i.e. consider a value per potential user of the organization)</p>
B2C	Provide to users a platform that offers a catalog with contents provided by experts	<p>Basic plan free Other plans with fees (TBC):</p> <ul style="list-style-type: none"> • Option to have GPT • Contents that are freshly new • Complete rates of experts • Rates from users vs (add-on) rates from experts
B2B2C	Provide to other businesses a platform that offers a catalog with contents that these businesses can use with their clients as well as create their own contents for their practice	<p>Basic plan free Other plans with fees (TBC):</p> <ul style="list-style-type: none"> • Option to have GPT • Contents that are freshly new • Complete rates of experts • Rates from users vs (add-on) rates from experts • Use the platform for building a tailor-made program edited only by the business (private courses) <p>Value must consider the dimension of the organization and use a “scalability pricing model” (i.e. consider a value per potential user of the organization)</p>



Exploitation and Sustainability

Impact and Indicators

Short term impacts	Target groups/potential beneficiaries	Quantitative indicators	Qualitative indicators
Increasing involvement of experts	Leaders, academic members, mental health and career development professionals	At least 5 new experts involved in creating content At least 2 new topics and training courses will be prepared	Increasing quality of learning content and methodology and model
Large number of beneficiaries at an open access level	Individual users (everyone except those that are in an emergency situation)	At least 100 new users from different academic backgrounds 80% feedback and rating of the platform content	Appropriateness and easy accessibility of content and platform Extensibility of the beneficiary group
Innovation (human+AI)	Leaders, policy makers, press and media	At least 100-150 academia members trained about AI based eDoer Increasing number of new innovative ideas which could be implemented in eDoer	Adapting content to multicultural and diversity aspects Increasing level of inclusion
Community support and engagement	Leaders, academic members, mental health and career development professionals	At least 500 new followers on social media At least 100 new users Regular media and press coverage	High level of satisfaction with the content



Exploitation and Sustainability

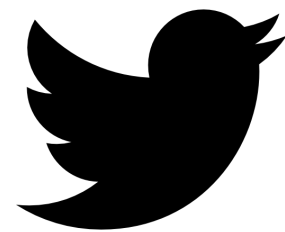
Impact and Indicators

Long term impacts	Target groups/potential beneficiaries	Quantitative indicators	Qualitative indicators
Cooperation with universities, academic institutions	Academic institutions, wellbeing departments and career offices, PhD candidate unions and organisations	At least 2 new contracts and projects related to development of AI learning platform Cooperation with 5 EU based universities	New perceptions about the benefits of AI intervention in learning and teaching activities Feedback of participants
Innovation in AI based learning platforms	Individual users and business, academic institutional users	Increasing number of users of eDoer Increasing number of mentorships Increasing number of content creating experts Copyright license	Constantly increasing quality of the eDoer learning platform
Development in academic education	Policy makers, press and media, leaders of institutions and industry	Increasing number of collaborative and contract based research project Increasing number of media, article and conference coverage	Exchange of knowledge, networking activities, long-term partnerships
Integrate the technology in industry and private companies	HR and Talent departments, Leaders of Health and Safety, Learning and Developments Industries	At least two private company partners and collaboration	Quality of exchanges with the business environment



Dissemination channels and branding materials

About the OSCAR Project:
<https://projects.tib.eu/oscar-ai/about-the-project/>



https://twitter.com/edoer_info



Recommender prototype:
(Data Science):
<http://edoer.eu/>

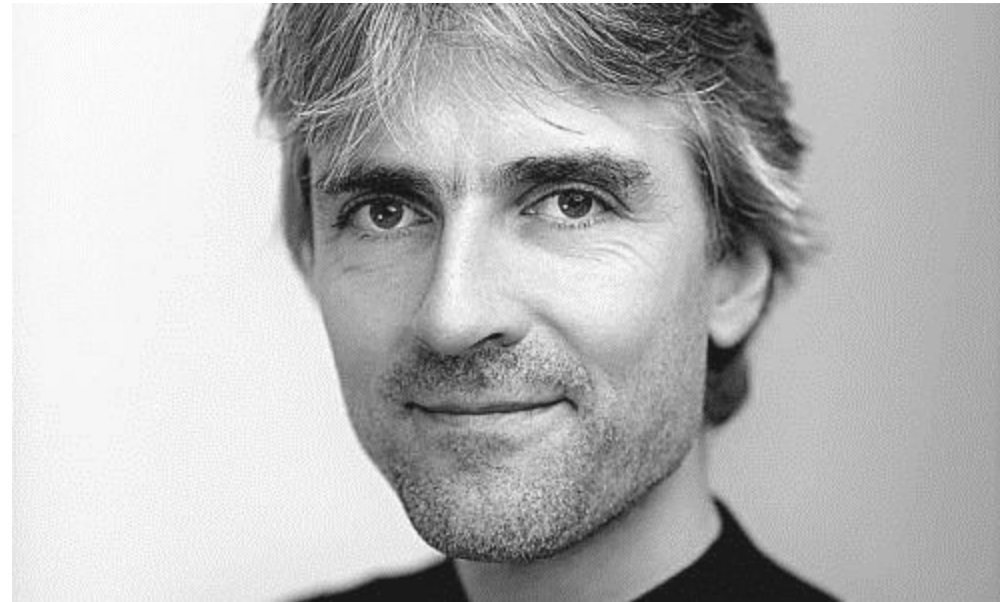


Funded by the
Erasmus+ Programme
of the European Union



Questions and Answers

Contact SciLink



Dr. Stefan T. Mol

Board Chair

stefan@scilink.eu



Adam Keszler

Managing Director

adam@scilink.eu





THE SCILINK FOUNDATION

Thank you

Dr. Stefan T. Mol, Chair

STEFAN@SCILINK.EU

+31 6 38 50 40 44

Visit us: www.scilink.eu

