

4th Danube Financing Dialogue



REPUBLIKA HRVATSKA
Ministarstvo regionalnoga razvoja
i fondova Europske unije



CROATIAN NATIONAL BANK

AcademLink is the social network that gathers researchers and postgraduates from Southeastern Europe. Its services include providing social network utilities, a weekly newsletter, organized events, & advertising options; and participating in the international projects as a partner responsible for the development of on-line tools and communications.

AcademLink

Contact details:

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Top Class Center for Foreign Languages: AcademLink sector

Project description

In order to enhance its brand and business results, project activities will include

- establishing partnerships with regional higher education institutions;
- co-organization of scientific events;
- further promotion and customization of newsletter to meet users' needs; &
- participation in various international research projects' consortia and searching the new ones.

Significant improvement should be made in technical domain, by shifting from open-source to customized platform, programmed for specific needs of AcademLink. More efforts are planned to be made in targeting and reaching partners (mostly advertisers) from business sector.

Project goal

AcademLink has amassed over 3300 members from 2012 'til now. It issues a weekly newsletter distributed to 18000 researchers and institutions throughout the region, and is the only medium aimed at this specific market segment. We established collaboration with diverse eminent institutions.

Beneficiaries and target groups

We distinguish three main customer groups:

- Researchers from the region;
- International companies targeting academic staff; &
- Research institutions as partners for joint project applications.

Constraints and risk appraisal

Since the network operates on open-source platform, it limits the flexibility.

Users' shares vary due to the country's Internet penetration and the average researchers' age.

Due to financial constraints, the team is understaffed.

Note: No direct competition is either present or expected.

Type of financial product searching for

- Grant
- Venture capital investment

Sectors

- Innovative technologies, agriculture and rural areas
- Research, education and labour market

Countries engaged in the project

- Bosnia and Herzegovina
- Croatia
- Montenegro
- Serbia
- Slovenia

Budget planning in EUR

Cost breakdown (Senior Expert, equipment, ...)	Year 1 (in EUR)	Year 2 (in EUR)	Year 3 (in EUR)
Custom-made IT platform	€15.000		
Salesperson(s)	€12.000	€12.000	€12.000
Project specialist(s)	€12.000	€12.000	€12.000
Specific database(s) [development]	€10.000	€5.000	
Marketing specialist(s)			€12.000
Total	€49.000	€29.000	€36.000