



SCITODATE MARKET LANDSCAPE



rockstart.



About Scitodate

Data-driven
sale and marketing
in academic markets.

Producers of high tech research equipment use our state-of-the-art AI engine to make their business more scalable by mapping exactly who would buy their equipment and who is using the competition.



Challenge

Sales and Marketing in the scientific research equipment market is **not** scalable.





The current way

Scientific Conference,
the main way of
acquiring **new customers**
in academic market



Empty exhibition at **10AM**

- Timely and **hard to scale**.
- Expensive and **high cost of acquisition**.
- **Unpredictable** results with no guarantee of any success.



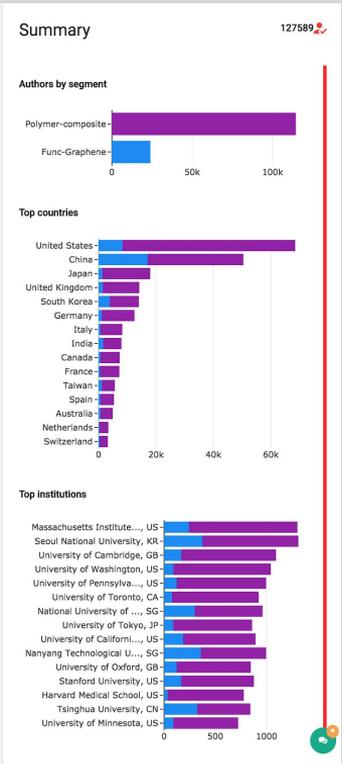
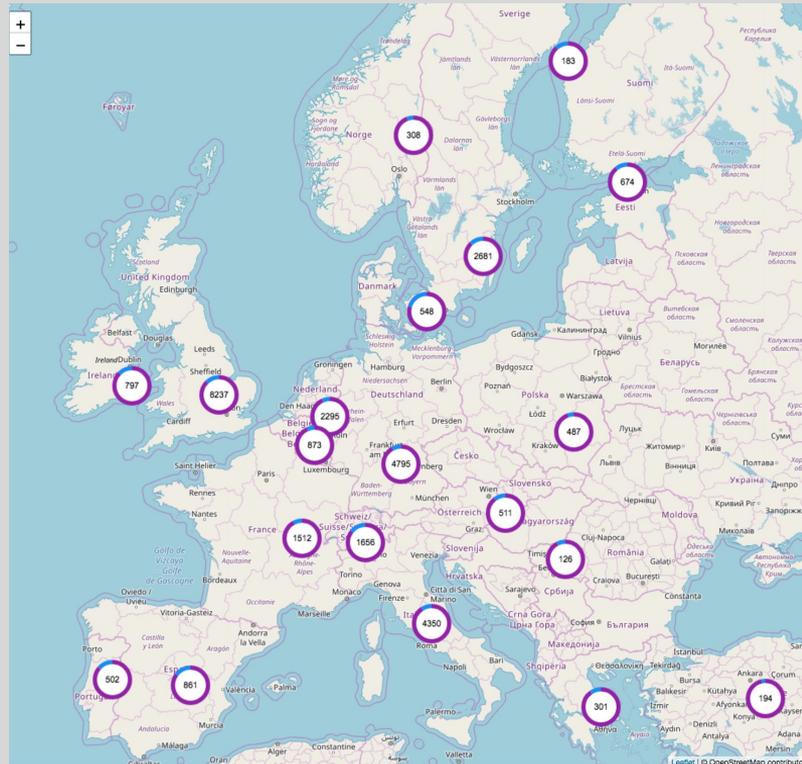
The SCITODATE way

Data-driven
sale and marketing
in academic markets.

- Highly **segment** application areas.
- Identify **every researcher** in your addressable market.
- Calculate **market share** of competition.
- With support of your personal **scientific consultant**.

Learn & Find your Market

- Identify your potential market worldwide
- Find the top countries with more potential
- Find the the most interested Institution worldwide



Lead Developer

Are you an experienced and ambitious developer who wants to step up and become the Lead Developer?

Scitodate Market Landscape LinkedIn Sales Nav in science

The screenshot displays the Scitodate Market Landscape / Prospector interface. The left sidebar contains filters and segments. The main content area shows search results for three authors, each with a profile card and a bar chart of matched segments.

Filters: Search paper contents, 1 - 10 of 22634

Segments: Biomedical Engineering, Technology, Applications, Bioprocess, Stable Isotopes

Authors: Shang-Tian Yang, Christoph Herwig, Jochen Büchs

Shang-Tian Yang: William G. Lowrie Department of Chemical and Biomolecular Engineering, The Ohio State University, 151 West Woodruff Avenue, Columbus, OH 43210, USA. Electronic address: yang.15@osu.edu. Matched segments: Bioprocess 105 of 143 papers. Matched terms: Fermentation 247, Bioreactor 128, Fermenter 9, Bioprocess 6, Bioprocess development 4. Showing last 50 publications. 105 / 143, 74 / 101, 9 / 12.

Christoph Herwig: Institute of Chemical Engineering, TU Vienna, Austria. Electronic address: christoph.herwig@tuwien.ac.at. Matched segments: Bioprocess 70 of 97 papers. Matched terms: Bioprocess 70, Biopharmaceuticals 27, Bioreactor 26, Fermentation 22, Bioprocess development 11, Fermenter 14, Bioprocess monitoring 5, Bioproduction 3. Showing last 50 publications. 70 / 97, 44 / 55, 1 / 2.

Jochen Büchs: RWTH Aachen University, AVT - Biochemical Engineering, NPG2 Forckenbeckstrasse 51, 52074 Aachen, Germany. Matched segments: Bioprocess 77 of 134 papers. Matched terms: Bioreactor 62, Fermentation 68, Fermenter 43, Bioprocess 23, Bioprocess development 8, Biopharmaceuticals 5, Industrial biotechnology 1, Single use bioreactors 1. Showing last 50 publications. 77 / 134, 62 / 102, 1 / 1.



PROSPECTING

One click filtering on the whole **addressable market**.

The screenshot displays the SCITODATE Market Landscape / Prospector interface. A filter overlay is shown on the left, titled "Segments", with the following options:

- Biomedical Engineering (checked)
- Technology (unchecked)
- Applications (unchecked)
- Bioprocess (checked)
- Stable Isotopes (unchecked)

The main interface shows a list of authors and their associated publication data:

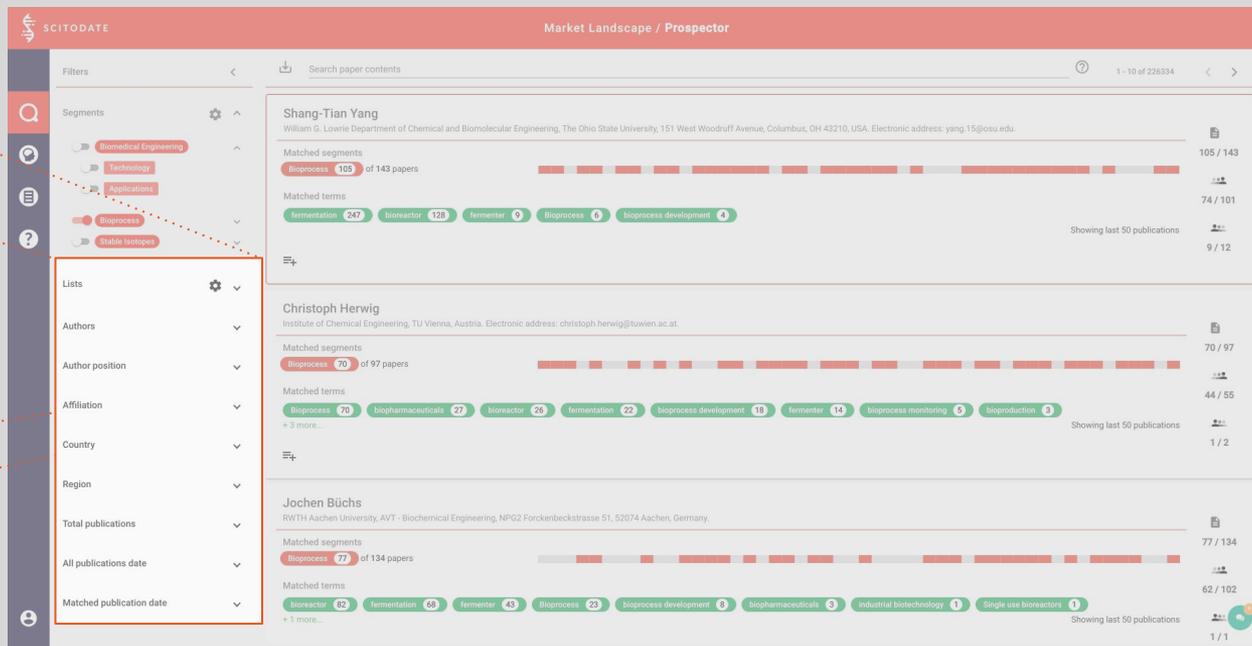
Author	Matched segments	Matched terms
Shang-Tian Yang William G. Lovell Department of Chemical and Biomolecular Engineering, The Ohio State University, 151 West Woodruff Avenue, Columbus, OH 43210, USA. Electronic address: yang.15@osu.edu	Bioprocess: 105 of 143 papers	fermentation: 247, bioreactor: 128, fermenter: 9, Bioprocess: 6, bioprocess development: 4
Christoph Herwig Institute of Chemical Engineering, TU Vienna, Austria. Electronic address: christoph.herwig@tuwien.ac.at	Bioprocess: 70 of 97 papers	Bioprocess: 70, biopharmaceuticals: 27, bioreactor: 26, fermentation: 22, bioprocess development: 13, fermenter: 14, bioprocess monitoring: 5, bioproduction: 3
Jochen Büchs RWTH Aachen University, AVT - Biochemical Engineering, NPG2 Forckenbeckstrasse 51, 52074 Aachen, Germany	Bioprocess: 77 of 134 papers	bioreactor: 82, fermentation: 68, fermenter: 43, Bioprocess: 23, bioprocess development: 8, biopharmaceuticals: 3, industrial biotechnology: 1, Single-use bioreactors: 1



PROSPECTING

Filter on **Decision makers, Geography or Seniority**

- Lists  
- Authors 
- Author position 
- Affiliation 
- Country 
- Region 
- Total publications 
- All publications date 
- Matched publication date 



The screenshot displays the SCITODATE Market Landscape / Prospector interface. On the left, a sidebar contains a 'Filters' section with a search icon and a list of filter categories: Segments (Biomedical Engineering, Technology, Applications, Bioprocess, Stable Isotopes), Lists, Authors, Author position, Affiliation, Country, Region, Total publications, All publications date, and Matched publication date. A red box highlights the 'Lists' filter category, which is expanded to show a sub-menu with the same categories as the main sidebar. The main content area shows three author profiles: Shang-Tian Yang, Christoph Herwig, and Jochen Büchs. Each profile includes their name, affiliation, and a 'Matched segments' bar chart. The 'Matched segments' bar charts show the distribution of publications across various terms, with counts for each term. For example, Shang-Tian Yang has 105 matched segments, with 247 publications in 'fermentation', 128 in 'bioreactor', 9 in 'fermenter', 6 in 'bioprocess', and 4 in 'bioprocess development'. Christoph Herwig has 70 matched segments, with 27 in 'biopharmaceuticals', 26 in 'bioreactor', 22 in 'fermentation', 13 in 'bioprocess development', 14 in 'fermenter', 5 in 'bioprocess monitoring', and 3 in 'bioproduction'. Jochen Büchs has 77 matched segments, with 82 in 'bioreactor', 68 in 'fermentation', 43 in 'fermenter', 23 in 'bioprocess', 8 in 'bioprocess development', 3 in 'biopharmaceuticals', 1 in 'industrial biotechnology', and 1 in 'single use bioreactors'. The interface also includes a search bar at the top, a 'Search paper contents' button, and a 'Showing last 50 publications' indicator for each author profile.



SCITEAM





Our process

We help you to **implement** to **data-driven** sales and marketing.

Setup & Tailor

Onboarding workshop

- ✓ We learn to identify your customer profile
- ✓ What needs they have
- ✓ What makes them buy the product

Tuning

- ✓ Defining your customers' fingerprint
- ✓ Identifying individual prospects
- ✓ Delivering tuning results

1 Month*

Reporting & revision

- ✓ We report the results
- ✓ Receive your feedback
- ✓ We provide the map of your market

Produce, Measure & Refine

Production line

- ✓ Refining customer segments
- ✓ Discovering prospects
- ✓ Measure the opportunities

Monthly



* The process may take longer depending on the scope of the work and number of iterations.