



Identifying Innovations for Systemic Change

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The Innovation Radar:

A bi-monthly publication where science, investing and economic development intersect.

Stage/Traction

Company Stage: Beginning
Previous Capital: \$0
Monthly Net Burn: <\$50
Runway: indefinite
Pre-money Valuation: unknown
Seeking: Podcast sponsorship(s), team members

Team

CEO & Founder: Richelle Thomas, PhD. 7+ years in research, manufacturing and sustainability. Fulbright Scholar, PhD chemical engineer. Influencer in engineering professional organizations.

Available Positions:

Macroeconomics Expert: An economist with extensive experience studying trends related to science and investing. This person should also be an avid writer.

Research Analyst: Any discipline. Avid researcher willing to read copious articles published in science, technology, economics and business publications to identify recurring themes. This person is responsible for outlining the initial framework of the articles.

Editor: Experienced editor with background in technical writing.

Publicist/Media Manager: Experienced in implementing strategy to garner citations and publicity to relevant audiences to build traction.

All positions are on a contract-basis and location independent.

Summary

The Innovation Radar bridges the gap between innovative ideas and pragmatic implementation by distilling fragmented, technical science and economic data into curated content. Simply put, it enables social entrepreneurs and private equity to use science as a vehicle for economic development.

Problem

The link between scientific innovation and economic growth has been long documented. Despite this knowledge, private investors either do not see science as an engine for growth or they do not have access to resources that can direct their actions.

Solution

The Innovation Radar is a globally focused bi-monthly science and macro-economic publication that discusses trends and identifies investment opportunities. The digestible and curated information that explains current market trends and identifies investment opportunities. The democratization of information raises the level of consciousness surrounding science-innovation. Additionally, promising research and science-businesses is identified for its ability to transform lives and provide a solid return on capital.

Validation

In order to validate the concept, the team will garner an average 1,000 unique visitors to site per month within 3-6 months of the launch. Within 1 year of launch, the site will receive 5,000 unique visitors per month. Furthermore, select members of the vibrant community will gather for live summits to discuss investment theses.

Market

- Venture funding in life science startups is at a 15-year low
- Millennials value meaning in the world they do
- Academia does not encourage implementation
- Science investments typically return \$2.2 for every \$1 invested

Competitors

- nautil.us
- labiotech.eu
- crossboundary.com

Competitive Advantage

The Innovation Radar's competitors are singularly focused and do not curate information from science, economics and investing. The Innovation Radar studies trends on behalf of its readers and connects seemingly unrelated disciplines to provide a cohesive snapshot of market opportunity.

Revenue Model

The Innovation Radar's monetization is based on two primary mechanisms. First, the platform has a podcast that is open for sponsorship. Second, the platform produces annual and semi-annual paid reports that identify the most promising innovations and investment opportunities.