



THIS GOVERNMENT OF INDIA ENTERPRISE
HAS BECOME A PARTNER OF CHOICE
FOR INDUSTRY AND ACADEMIA

**Impact Science helped mount a comprehensive communication
campaign to consolidate the organization's brand presence.**





THE CHALLENGE

The enterprise, an initiative by a state government in India was created to provide a platform for connecting research institutions, academia, and industry as well as venture capitalists, angel investors, and incubators. Despite doing exceptional work since inception, the institution's initiatives garnered lower-than-expected participation and it had limited success in communicating the impact and value of its initiatives to relevant stakeholders.

THE SOLUTION

Impact Science crafted a comprehensive communications framework to position the enterprise as a premiere organization catalyzing research and innovation.

The Impact Science solution was three-pronged, aimed at:

**CREATING A
DISTINCT BRAND
IDENTITY**

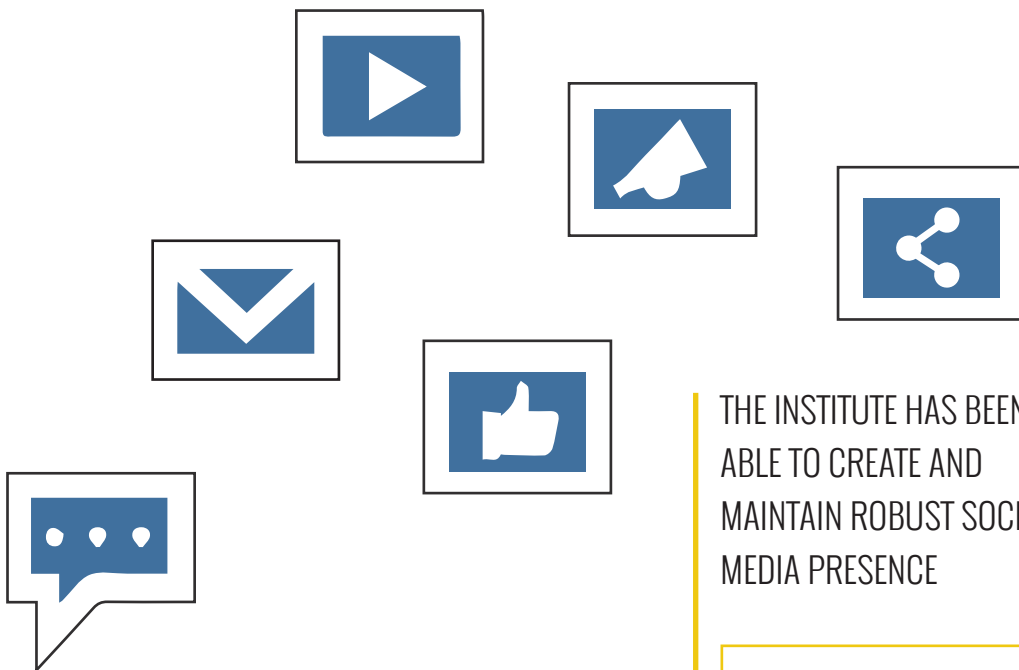
**DRIVING
PARTICIPATION
AND VISIBILITY FOR
KEY EVENTS AND
PROGRAMS**

**IDENTIFYING
MEDIA MENTION
OPPORTUNITIES**





THE IMPACT



THE INSTITUTE'S EVENTS AND PROGRAMS GRABBED REGIONAL, NATIONAL AND INTERNATIONAL HEADLINES

TWO KEY PROGRAMS, THE OFFICIAL LAUNCH OF THE ENTERPRISE AND A SPECIAL INITIATIVE GARNERED HIGHER PARTICIPATION THAN ANTICIPATED

THE INSTITUTE HAS BEEN ABLE TO CREATE AND MAINTAIN ROBUST SOCIAL MEDIA PRESENCE



Are you a med-tech startup that needs ...

- Incubation at AIC-CCMB
- Access to lab facilities and equipment
- Access to samples and test-beds
- Mentorship from experts
- Investor and industry connect
- Market access and commercialization support
- Guidance on designing clinical studies

CLICK HERE TO APPLY

All POC completed Startups can apply

Deadline for application
28-Feb-2021

BACKGROUND

Gaps in the innovation-entrepreneurship-investment ecosystem have limited the utilization of the rich Research & Development (R&D) wealth that leading research institutions in the state have created.

The enterprise was therefore set up as a Science & Technology Cluster, a platform intended at connecting research institutions, academia, and industry as well as venture capitalists, angel investors, and incubators. As of August 2021, it enjoys the support of 200+ entrepreneurs and startups; has successfully onboarded 15+ research institutions and 30+ incubators, and forged 20+ business alliances.

In January 2021, the institute partnered with Impact Science to improve its brand positioning as a partner-of-choice for start-ups, researchers, and industry, and in creating an ecosystem that could foster viable solutions for generating wealth, employment, and overall social development.



STRATEGY AND APPROACH

Impact Science's three-pronged communications strategy focused on building and consolidating the institute's presence on social; creating targeted campaigns for driving participation and sign-ups for key programs and finding media mention opportunities for amplifying its visibility through organic coverage.

The enterprise's social media presence across Twitter, Facebook, LinkedIn and Instagram witnessed robust activity in the form of quality content, event updates and relevant engagements.

The official launch of the institute and a special initiative were two key programs for which a 360-degree communications campaign was mounted, leveraging social platforms and traditional media feature opportunities.

Extensive high-quality content was created in innovative formats for each campaign on the basis of in-depth understanding of the needs and drivers of the enterprise's target audience.



RESULTS

Launch Event

- The institute's virtual launch saw twice the anticipated participation
- The launch was covered by numerous media outlets, including leading national dailies such as **The Hindu**, **The New Indian Express** and **Business Today**.

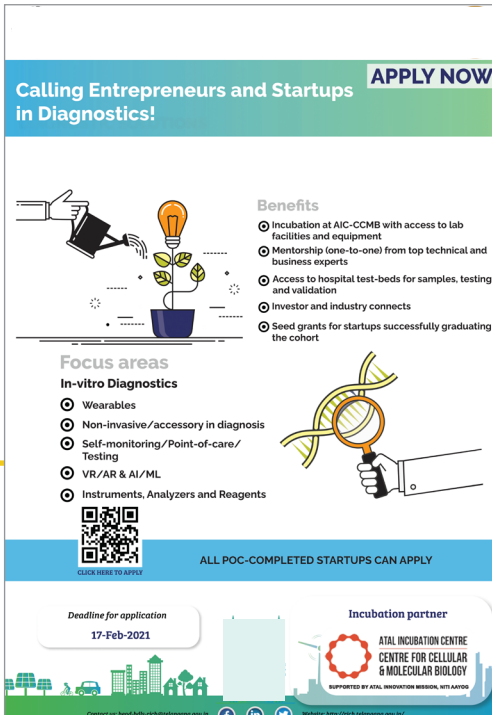
Special Initiative

The number of AID applicants to the special initiative exceeded the program target, and included start-ups and organizations from countries as diverse as Canada and South Korea.

Over 100 media outlets including **The Times of India** and **Business Line** featured articles on the program.

Other Coverage

A publication by the institute received **widespread media coverage**, and was featured on **PreventionWeb**, a knowledge platform run by the **UN Disaster Risk Reduction Agency**.



Calling Entrepreneurs and Startups in Diagnostics! **APPLY NOW!**

Benefits

- Incubation at AIC-CCMB with access to lab facilities and equipment
- Mentorship (one-to-one) from top technical and business experts
- Access to hospital test-beds for samples, testing and validation
- Investor and industry connects
- Seed grants for startups successfully graduating the cohort

Focus areas

In-vitro Diagnostics

- Wearables
- Non-invasive/accessory in diagnosis
- Self-monitoring/Point-of-care/Testing
- VR/AR & AI/ML
- Instruments, Analyzers and Reagents

ALL POC-COMPLETED STARTUPS CAN APPLY

Deadline for application
17-Feb-2021

Incubation partner
ATAL INCUBATION CENTRE
CENTRE FOR CELLULAR & MOLECULAR BIOLOGY
SUPPORTED BY ATAL INNOVATION MISSION, MHA, AAYOD

Click here to apply: <https://www.atalincubationcentre.gov.in>

Website: <http://www.atalincubationcentre.gov.in>

In conclusion, the institute has been able to successfully position itself as a premiere organization for all things research and has helmed the creation of a thriving ecosystem for driving research and innovation by fostering partnerships between industry and academia. By combining communications expertise with a solid understanding of the enterprise's scientific endeavors, Impact Science was able to help it fulfill its mission.



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