



*Project Consulting in Pharma and Biotech*

We hope that you have celebrated carnival well and now start into spring with new drive!

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#### REGAINING DIGITAL CONTROL

We too are concerned with the question of how we change as individuals and as a society through digitalization. In this context ethics, monitoring, control of machines play an important role. We think that direct contact with real people is of higher value than electronic exchanges. We shouldn't become slaves of digital devices nor should voluntarily give in to surveillance by governments or companies.

Digital technologies pervade our everyday life and offer a variety of new possibilities. In contrast there are the risks of less security for personal data, increasing surveillance and a lack of privacy.

If you like to share your personal opinion in this discussion with us feel free to contact us at [pauly@aspiras.de](mailto:pauly@aspiras.de).

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#### NURTURING A START-UP

We have assisted the developer of a new type of APP in starting-up his company. First we evaluated the opportunities and risks of the business idea. Indispensable were a thorough market and competitive analysis. A business plan has been created and we developed a strategy to establish the new company in the market.

By means of the business plan and a financing plan we looked for investors and the possibility of public funding. We found potential cooperation partners and assisted in contacting them.

Soon the new APP will reach the state of beta phase. ASPIRAS will keep on supporting the start-up.

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#### MARKETING AND SALES SUPPORT

We help our clients to show a professional presence within the market and to be perceived with their services by potential customers. The portfolio of tools for a success-prone market presentation includes the development of a corporate

design, flyers and leaflets about the company and its products, monographs and roll-up posters and banners.

For our clients it is particularly important that - due to our expert knowledge in life sciences - we can transfer the highly scientific content of their services into easily readable information. This way messages will reach their target groups!

Arrange a free consultation by sending an email to [pauly@aspiras.de](mailto:pauly@aspiras.de).

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## EVENTS

To keep our know-how up to date and to keep in touch with our clients and business partners we will be present at the following events in the near future:

- HTGF Coaching Day 2014, March 25<sup>th</sup> 2014 in Bonn
- Deutsche Biotechstage, April 9<sup>th</sup> – 10<sup>th</sup> 2014 in Hamburg
- Dechema Managerinnen-Treffen, April 11<sup>th</sup> 2014 in Hamburg
- PLCD Frühjahrstagung, May 8<sup>th</sup> – 9<sup>th</sup> 2014 in Frankfurt

If you wish to participate in one of the events and are interested in a personal meeting please arrange a date by calling +49 (0) 6131-995304 or by sending an email to [pauly@aspiras.de](mailto:pauly@aspiras.de).

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## GOOD TO KNOW

### GERMAN-TURKISH YEAR OF RESEARCH, EDUCATION AND INNOVATION 2014

The government strategy for the internationalization of science and research will strengthen Germany's role in the global knowledge society. As part of the internationalization strategy the BMBF organizes International Science and Countries years with strategic partner countries.

After among others South Africa, Russia, Brazil, China in 2014 Turkey is in the focus. Due to the growing economy and the achievements in science and research Turkey is an important partner for German and European scientists. Because of the many people with Turkish roots living in Germany and EU integration policies Germany and Turkey have a special relationship and a high potential for cooperation.

One of the priorities of the German-Turkish Year of Research is on key technologies such as ICT, production technologies, nanotechnology, chemical and physical technologies, mobility, transport, logistics and health research including biotechnology.

You will find more information under <http://www.deutsch-tuerkisches-wissenschaftsjahr.de/en/das-wissenschaftsjahr/>.

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## TAKE A BREAK!

Allow yourself a time off and take a creative break. For this purpose we're providing a wise saying which is accompanied by a seasonally adequate photograph and relaxing music.

<http://www.aspiras.de/en/seiten/break.html>

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## CHALLENGE ASPIRAS!

Just contact us without obligation and discuss your topics and your list of questions. Based on a sound analysis, ASPIRAS offers you a coarse concept including a cost estimation. After consultation with the client ASPIRAS provides the following services: project target identification, project planning regarding time, capacity, cost and manpower, project implementation and control and project documentation. ASPIRAS provides the project results effectively and in due time.

Please contact [Cathrin Pauly](#).

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## CANCEL THE NEWSLETTER?

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We would of course appreciate to hear about the reason for the cancellation.

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## CONTACT & COPYRIGHT

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