Lit Lab

THE PROBLEM

1. Finding talent in science and academia is difficult
2. There is no single portal to search for funding
3. The online spaces that exist for showcasing research are awful

The Solution

Filtering for specialist areas & specific techniques

Particularly in science, people have very focused research interests that rely on specific techniques. These skills will be the basis of talent searches.

Comprehensive funding search

A single resource for identifying funding opportunities for which you're eligible, avoiding the effort of checking the websites of research institutions.

Poster presentations

Conferences remain the most effective way to network and spark collaboration. This format will be brought online with research presented on a single slide that others can comment on.
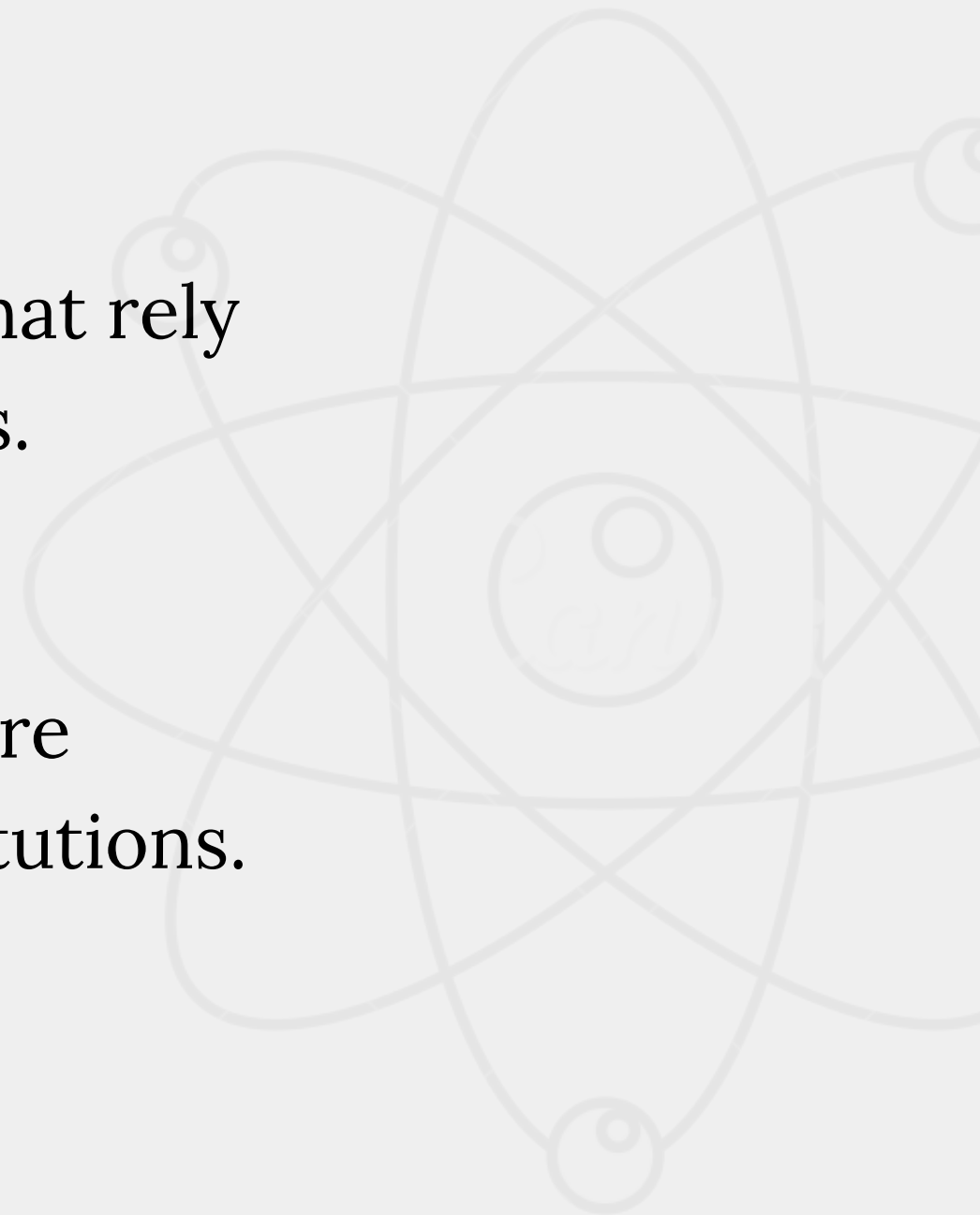
Lit Lab

Proposition

A professional network for basic science.

Key features

Users are grouped by the lab or department in which they work. From the dashboard they can manage funding, manage work goals, present their research and contact colleagues.

Market

The scientific community will be the initial focus because of the high degree of specialisation and the collaborative nature of research.

Revenue

Fremium business model

Premium subscriptions will be charged for posting multiple jobs on the site and for promoting jobs. Institutions will be the primary target.

Advertising

Ads could be a revenue source so long as they don't compromise the user experience.

'Talent Solutions'

Around 2/3 of LinkedIn's revenue comes from recruitment services: 'Talent Solutions'. These bespoke offerings to professional recruiters could be developed once the initial service has been refined.

The Market

Institutions

Many universities advertise jobs/graduate programs on sites like findaphd.com which charge a minimum of £50 for a single research project.

At the time of writing, findaphd.com has around 6000 PhDs that fall under our initial scope of basic science research. We will also cater for masters programs, postdoctoral jobs and grants for postgraduate study, before moving into other verticals beyond basic science.

We will offer institutions much better value for money and better coverage to help attract top talent.

The Market

Principal investigators

These individuals take responsibility for a project and typically manage a small team, leading a lab. A single person usually runs a lab and they may have 5-10 grants that enable the lab to achieve its medium-term research goals.

The PI for a lab will see the greatest benefit from Lit Lab because they have to manage people and a lot of money. Creating a service that meets their needs will build a salesforce of senior researchers who will encourage their students and employees to use Lit Lab.

The Competition

LinkedIn

Feedback from scientists and my own experience indicates that LinkedIn does not serve the scientific community very well. Job matching is poor, the opportunities are limited and technical skills are overlooked. Institutions are more likely to post jobs on a site like FindaPhD.

FindaPhD

This serves its function but is limited in its offering. Our PhD search will have better filters and from an employer's perspective, you'll be able to better assess candidates with evidence of their skills and research.

ResearchGate

A social networking site for scientists and researchers centred around publications. Although papers can be uploaded, there have been several copyright issues with publishers suing the company. Engagement is poor because ResearchGate wrongly put emphasis on papers instead of people.
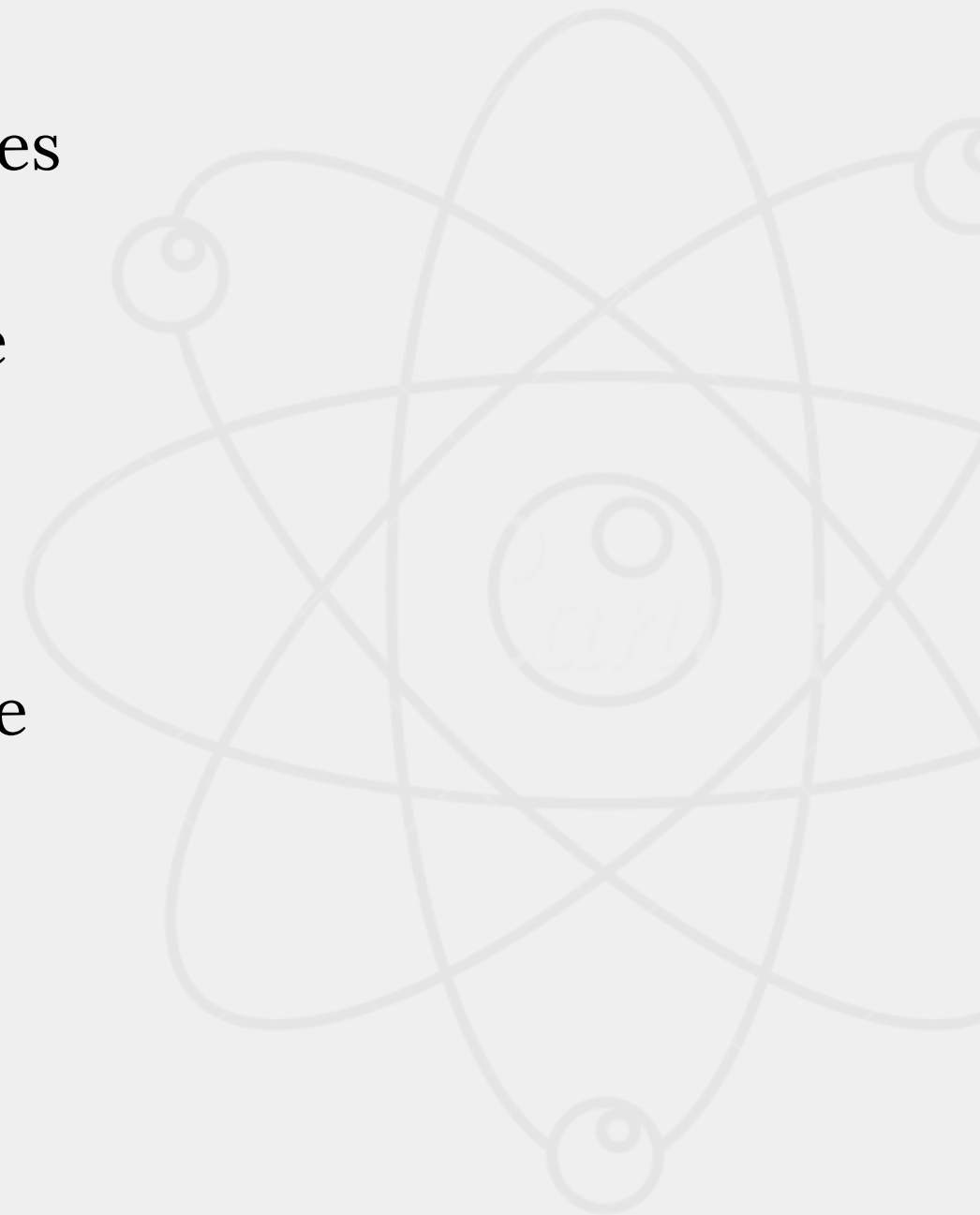
Meet The Team

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