

- Proposal of a BioTech/Med Pilot Project

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Executive Summary

has 30 years of experience in leveraging its Diaspora to attract FDIs. This year, *FDI IPA Innovation Awards 2013* recognized ##### as **Best Diaspora Initiatives, Lead generation** and **Marketing**. Yet we believe we can help.

We are excited by the challenge of working for the best, and we appreciate the opportunity to demonstrate our value with a first Pilot Project focused on BioTech/Med. Why Biotech/Med? ##### is currently a leading cluster, fourth largest exporter of medical products in Europe, exporting €7.9 billion (2012), so we assume it is an important sector for you.

Firstly, we propose to mine different databases, to enhance your ability to connect with Irish people active in that field (scientists, directors, thought/opinion leaders as well as business people) : PMC(PubMed), D&B or FactivaDJ, Twitter. Secondly, we propose to analyse overall to which countries/regions/cultures -source of FDIs- (of Germany, France, Nordics, Japan, Korea, China, ...) these referrals best connect you to. In option, we can help design a Twitter strategy to grow a communication channel targeted on this audience.

Key benefits: ability to reach out to a large population of highly qualified Irish prospects; insights into which potential sources of FDI these Irish people connect you to; improved ##### visibility on a key sector; ability to send targeted messages. **We are coming to ##### on December 16th to discuss this proposal and adjust it to your priorities and budget.**

About NamSor

NamSor sorts names : we offer data mining solutions to help better understand international flows of money, ideas and people. Our unique software recognize personal names of the world, in any language, database, place - at a fine grain level with high accuracy. We help make sense of 'bigdata'.

Elian CARSENAT is the founder and main software designer. A computer scientist trained at ENSIIE/INRIA, Elian started his career at JP Morgan in Paris in 1997. He later worked as consultant and managed business & IT projects at Barclays Capital, Goldman Sachs, Crédit Agricole, Société Générale CIB in London, Paris, Moscow and Shanghai. Contact: elian.carsenat@namsor.com

Michel FORTIN, co-founder, brings to the project his 20 years of experience in retail and international marketing. Contact: michel.fortin@namsor.com

Our differentiation

Our software is unique, it does not use dictionaries but recognize that a name 'sounds Irish' or 'sounds French', for example. You may already have experience recognizing Irish names, using common firstNames, lastNames etc. Still, we believe our software can still add value.

It does not only classify, it also offers several metrics that can help sort data in various ways, for example :

- very Irish, less Irish, a little Scottish
- Mixed: Russian firstName, Irish lastName (or conversely)
- Generic : (ex. David Martin), but socially connected to many Irish names
- ...

Plus, we recognize all other World names (of Germany, France, Nordics, Japan, Korea, China, ...)

Tasks & deliverables

Step 1 : Doctors & Scientists

Task	Responsibilities	Expected output
PubMed (PMC) Extract	NamSor	14 million articles in Life Sciences, 3.3 million names.
Onomastic Data Mining PubMed(PMC)	NamSor	~100K Irish names ; classification of other names (statistics)
Analyse matrix of co-authorship / citations	NamSor	Matrix of co-authorship / citations (statistics)

Step 2: Directors of Companies in Life Sciences

(using databases such as Factiva Dow Jones or D&B)

Task	Responsibilities	Expected output
Define criteria for initial data extraction	#####	List of country / sector / company size
Initial Extract	#####	~1M Company Directors / Members of the Board
Onomastic Data Mining	NamSor	Hundreds of thousands of Irish names ; classification of other names (statistics)
Analyse matrix of co-management	NamSor	Matrix of co-management (statistics)

Step 3: Life Sciences Opinions Leaders & Thought Leaders on Twitter

Task	Responsibilities	Expected output
Cross reference names of Step 1 and Step 2 with Twitter	NamSor	List of Irish names with Twitter Handle
Disambiguate homonyms with basic semantic analysis	NamSor	Idem. more accurate / focused on BioTech
Analyse friend/follower graph	NamSor	Ordered list of Irish twitter accounts ordered according to potential influence
Onomastic Data Mining	NamSor	Analyse potential audience (Irish, other)

Step 4:

Task	Responsibilities	Expected output
Summarize the statistics of 1,2,3	NamSor	Overall analysis of the referral network : to which countries/regions/cultures - source of FDIs- (of Germany, France, Nordics, Japan, Korea, China, ...) these referrals best connect you to

Step 5 (optional):

Task	Responsibilities	Expected output
Prepare Twitter strategy	NamSor	Write strategy on how to grow a targeted communication channel on Twitter for Life Sciences and reach your target audience (Irish, non Irish per Country)

We depend on you to receive some of the files. The duration for the project is one to two months.

Price & Financial Conditions

We propose to perform

- each name data mining for a fixed fee of 9,500€ (plus tax) per 1000 names found. You may have an existing database of Irish contacts qualified in BioTech/MED. You will not have to pay for Irish names which you provide us with in advance; there is a minimum price per database mining of 9,500€ (equivalent to 1000 names).
- the overall analysis for a fixed 9,500€ (plus tax);
- the Twitter strategy for a fixed 9,500€ (plus tax);
- training and support for the Twitter strategy, on time & material per day 950€ (plus tax).

You decide on the scope of the pilot, based on your budget and/or particular focus. We will mine the entire databases, make our best effort to provide names that demonstrate value - through the cross-referencing of the three databases and **we will comply with the agreed budget.**

The present conditions are valid during Two Months from the time they are presented to you. If we receive your signed Purchase Order within three weeks, you will receive a 15% discount.

Statement of Confidentiality / NDA

We perform name data mining (applied onomastics). We do not "own" or manage personal data in connection with the names which we manipulate electronically. We own the calibration database that we use for name data mining and we usually enrich the calibration sets as a result of our data mining projects, to make our system better.

Neither this Proposal nor the supply of any information grants the Recipient any licence, interest or right in respect of any intellectual property rights of the other party. The Recipient undertakes to keep the Confidential Information disclosed by the other party secure and not to disclose it.

Purchase Order

Idem	Quantity	Price (excl. Tax)
PubMed(PMC) data mining		9,500€ / thousand
Factiva Dow Jones data mining		9,500€ / thousand
Twitter data mining		9,500€ / thousand
Overall referral network analysis		9,500€ fixed price
Twitter communication strategy		9,500€ fixed price
Twitter communication strategy (training & support)		950€ per day
Total		

Date : _____

Name & Title : _____

Signature: _____

The present conditions are valid during Two Months from the time they are presented to you. If we receive your signed Purchase Order within three weeks, you will receive a 15% discount.

OUR CREDENTIALS : Realized and Ongoing Government Projects

Currently we offer **high value consulting services**, result-driven, leveraging our unique software. At a later stage, we will sell our software as a service, subject to our license terms and chart of ethics. We value confidentiality and we cannot communicate details about ongoing projects.

1. Investment Promotion (FDI Magnet) - realized

We helped Lithuania Investment Promotion Agency (IPA) *InvestLithuania* find potential investors.

How recognizing names helped? We filtered names from a large global database of company directors in the US/UK to help *InvestLithuania* identify leads or referrals and reach its commercial target. We also analysed the names of company directors already doing business in Lithuania.

Which benefits? We filtered over a quarter million names, to come down to just a few potentially valuable and actionable contact names. The project was a success: some benefits are realized and others are still coming - with negotiations ongoing. We helped identify strong leads that represent the equivalent of ~600 new highly qualified jobs. See our full credential p2 or the [press-release](#).

How we differentiate? We invented an innovative approach on how to recognize and leverage the Diaspora to attract investors. We identify valuable contacts that are not initially expected to exist: like finding a 'gold needle in a haystack'. Traditional approaches (fairs, embassy events, road shows etc.) are still valid, but we improve their efficiency through better targeting. We make direct one-to-one approach work, with referrals from your own people, or through social networks such as Twitter or LinkedIn. Our Twitter account [@FDIMagnet](#) is followed by most IPAs in the World.

2. Country Branding / Soft Power on Twitter - ongoing

We are helping a EU government promote a positive image and grow its Country visibility - with a strong focus on Twitter. Twitter is an influent medium, used by journalists, bankers, start-ups, etc.

3. Scientific Excellence - ongoing

We are helping a BioTech Cluster raise its scientific excellence through recognizing who are the best international experts of that a field, and how to reach out to them through appropriate referrals.

We have submitted other governmental proposals in the field of **Culture, Tourism and Energy**.

PUBLIC CREDENTIAL

[InvestLithuania](#) innovates to originate FDI deals using onomastics

NamSor™ announces FDI Magnet, a new offering for Investment Promotion Agencies.

What is the Idea behind it: “ As recently as 1986 Ireland was one of the poorest countries in the European Union (EU), but today it is one of the richest. The engine of this new Irish prosperity has been Foreign Direct Investment (FDI). [Between 1986 and 2002], the Irish have done almost everything right. They have attracted huge amounts of money from America – due largely to a century of personal and familial ties – and they have used this money to build factoriesⁱ”.

A successful approach which Milda Darguzaitė, the Managing Director of Invest Lithuania, considers relevant for her own country. With three million people living in Lithuania and nearly one million people of Lithuanian origin living abroad, there is a good many personal and familial ties to be leveraged to attract new investment projects to the country. NamSor name recognition software helped discover those ties.

Recognizing names and their origin in global professional databases allows Investment Promotion Agencies to identify potentially interesting high profile contacts in different countries / industrial sectors and reach out to them. Another method to accelerate the origination of new leads is to better understand and leverage the existing network of foreign businessmen in the country itself.

NamSor™ filters data from millions of meaningless elements to a few dozen actionable names.

Domas Girtavicius, a Senior consultant at Invest Lithuania, said "we were impressed by the accuracy of the name recognition software: it reliably predicts the country of origin and the number of false positives is fully manageable". Elian Carsenat, the founder of NamSor™, said "searching for names in the Big Data is like seeking a gold needle in a haystack: doable once the right tool exists".

Vilnius, 20 May 2013

About Invest Lithuania

Invest Lithuania is the country's principal agency for the promotion of inward investment.

<http://www.investlithuania.com/>

About NamSor

NamSor™ Applied Onomasticsⁱⁱ is a European vendor of Name Recognition Software. It also offers consulting services to help Investment Promotion Agencies and countries reconnect with their business communities abroad.

<http://namesorts.com/onomastics/fdi-magnet/>

Vilnius, 1st January 2014

NamSor to help Lithuania become a talent magnet in BioTech

Recognizing names and their origin in global scientific and technology databases allows research institutes and high-tech companies identify where the 'brain juice' flows internationally. What are the main talent magnets (universities, companies) in a particular field? How best can a growing biotechnology industrial cluster retain local talent, as well as attract international professors?

Professor Daumantas Matulis, Head of Department of Biothermodynamics and Drug Design at the Institute of Biotechnology (Vilnius University) said 'NamSor did a pilot project for us and helped us better understand the depth and breadth of Lithuanian talent deployed internationally, in the field of BioTech and Medical Research.'

Kotryna Stankute, Acting Director at Global Lithuania Leaders (GLL), network of international Lithuania-affiliated professionals, said it is crucially important to each country to be aware about their talent pool based out of the country. A strategy of networking with the world-wide Lithuanian professionals' Diaspora and their engagement can turn brain drain to brain exchange.

Elian Carsenat, founder of NamSor, said 'We data mined millions of research articles from PubMed Central® (PMC) to recognize Lithuanian names (or names related to Lithuania). By a happy accident, we also discovered that there exist cultural biases in medical research : a scientist of a given culture or origin is more likely to be interested in a particular topic; some scientific communities are more or less likely to be cited by another community. Such cultural biases could even impact the overall bibliometric ranking of a country's scientific research. We turned this serendipity into a paper, which will share at the International Congress of Onomastic Sciences (ICOS 2014, Glasgow, August).'

In September 2014, Lithuania will host **Life Sciences Baltics 2014**, the only international forum in the Baltic region for world-class biotechnology, pharma and medical devices experts worldwide.

About the Institute of Biotechnology

Founded in 1975 as the all Union Research Institute of Applied Enzimology, currently, the Institute of Biotechnology is mainly involved in research and training in the fields of biotechnology and molecular biology, including research and development of recombinant biomedical proteins, genetic and molecular studies of restriction modification phenomenon, developing of viruses diagnostics, epigenetic study of small RNA, drug design and synthesis, bioinformatics.

<http://www.ibt.lt/>

About NamSor

NamSor™ Applied Onomastics is a European vendor of Name Recognition Software (NamSor sorts names). NamSor mission is to help understand international flows of money, ideas and people. NamSor launched @FDIMagnet, a consulting offering to help Investment Promotion Agencies and High-Tech Clusters leverage a Diaspora to connect with business and scientific communities abroad.

<http://namesorts.com/onomastics/fdi-magnet/>

ⁱ U.S. Foreign Direct Investment in Ireland: Making the Most of Other People's Money, Rebekah Berry (2002)

ⁱⁱ Onomastics (or onomatology) is the science of proper names. NamSor and NomTri are registered trademarks.