

Internship IDfuse – Global Campus

Introduction

IDfuse is a company specialized in the societal impact of academic research. Already since 2012 we are engaged with universities and researchers in Europe, but mostly in the Netherlands. We have always been focused on helping academia to reach out to society, through workshops, (data)consultancy and through our platform [Impacter](#) that helps academics in the grant writing phase. But this summer (2022), we started a platform that helps people in society, to find the relevant academic for their project. This platform is [Global Campus](#), and this will be a proposition you will work on in your internship.

Global Campus

In Global Campus, we use data from [OpenAlex](#). An open source initiative that launched in January 2022 as a free and open catalog of scholarly work that is interconnected with multiple datapoints (author, institution, journal, etc...). In Global Campus we use this data to find academic experts in an easy way, this means:

- Search on the basis of an abstract (and not just keywords)
- Find more relevant results by highlighting the papers/authors you like
- We cluster the results on the level of authors

In the summer of 2022 we started experiments with universities in the Netherlands to let them use Global Campus to find academics around the world that they can invite to apply for vacancies in the Dutch universities. This was a successful pilot and will lead to an implementation early 2023. The second experiment was with funders of research. They used Global Campus to find experts they can invite for reviewing grant proposals (who in the end decide who gets funding and who doesn't). This pilot will finish in December 2022, but preliminary results look good. Finally, we are in touch with publishers of academic results. There's not a pilot yet, but we are invited to present ourselves at the STM Startup Fair in London in December 2023 to all publishers attending that conference.

Internship

The aim of the internship is to help us define a marketing strategy for one, or all, of these propositions. At the launch of the platform we focused on developing of the technology and piloting with our launching customers. Early 2023 will be the time to use the lessons from the pilots and start working on a marketing strategy and execution of that strategy. We are very open to a mutual definition of the internship, whether you want to focus more on the strategic aspect, designing aspect or implementation.

The team

We currently are a team of 5; two founders, two developers and 1 customer success manager. You will mainly work with the customer success manager and Paul, the founder focusing on marketing and sales.

Compensation

There will be a internship compensation of €300,- per month. Next to that, lunch is available in the office in Utrecht, as well as the occasional office drinks on Friday afternoons. If you need to travel by train and/or bus, we can also discuss travel reimbursement.