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# THE TOP 200

**SPONSORSHIP OPORTUNITY FOR A CO-  
BRANDED CAMPAIGN TO FILM THE WORLD'S  
MOST INFLUENTIAL RESEARCHERS**

Presented by Kasole Nyembo, CEO





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# EXECUTIVE SUMMARY

This presentation will introduce 5minofscience's initiative to film and showcase the world's Top 200 researchers, organized into 10 different fields.





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# SPONSORS SOUGHT

**WE ARE LOOKING FOR  
SPONSORS WHO:**

1. Want to showcase their commitment to innovation;
2. Are looking to connect with decision-makers in their industry;
3. Want to promote job postings and product launches to our network;
4. Be involved in the most ambitious science communication project.



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# WHY THE INITIATIVE?

Science communication is fast emerging to explain an increasingly complex world, but there exists no platform to connect experts with the media and decision makers.







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## OUR SOLUTION

### **A platform to connect decision-makers**

We are building a network of researchers talking about their work on video to connect them with decision makers wanting to outsource their R&D.

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### **Open to professionals**

5minofscience is open to the public, including early career professionals and graduate students, who want to learn more about cutting edge research.

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### **Media darling**

Videos on our platforms are shared by universities, media outlet and industry groups, greatly amplifying our sponsors' reach.

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# SPONSORSHIP OPPORTUNITY

We are launching a co-branded media campaign to film and exhibit the top 200 most influential researchers in the world and promote the branded videos to media outlets and decision-makers.



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# BENEFITS

## **Branded videos seen by millions**

The logos of sponsors will be prominently displayed on every video. We estimate that they will be seen by millions on our platform as well as being shared by media outlets associated with the researchers' work.

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## **Sponsor's very own video**

5minofscience will also professionally produce a one minute video of the sponsor promoting their own in-house innovation. We will share the video with our network and our media partners.

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## **Access to our network**

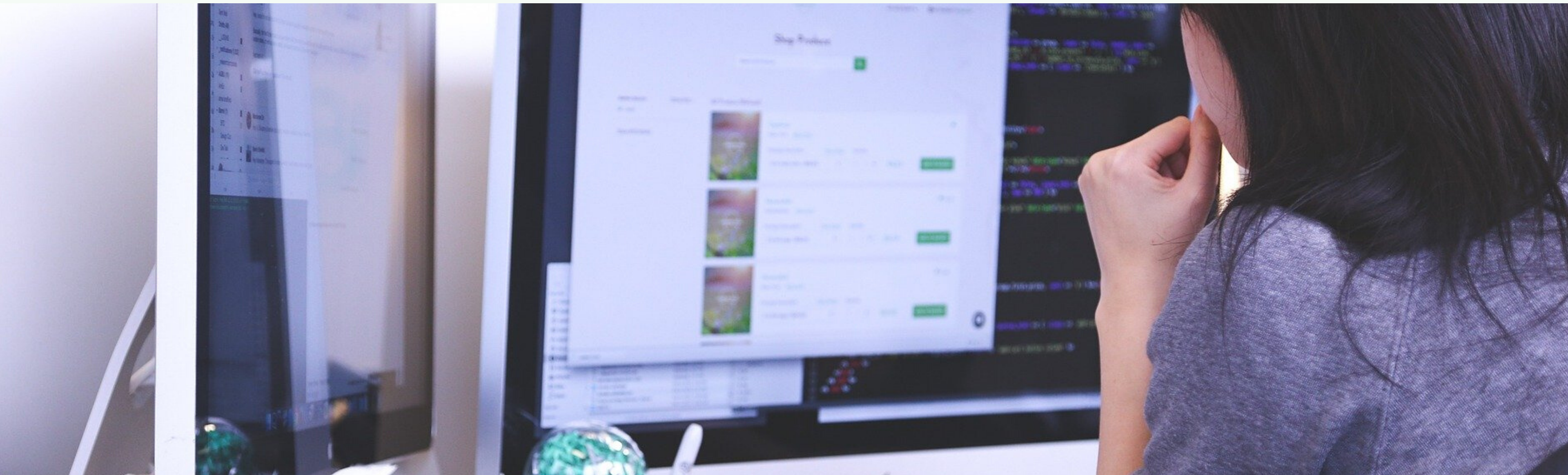
Sponsors will have access to our mailing list and our very active social media followers to promote job openings and product launches.





# PROJECT TIMELINE AND METHODOLOGY

We will split the project into 10 different fields of 20 videos each. It will take 3 months per field to schedule, film, edit, publish and organize a Q&A with the experts.







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## 10 EMERGING FIELDS

### Organized in 10 media friendly fields

Alternative Energy, Artificial Intelligence, Biology and Genetics, Climate Change Mitigation, Medicine and Medical Equipment, Neurology and Mental Health, Online Ethics and Privacy, Poverty Reduction, Smart Materials and Theoretical Physics

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### Filming on location

We will tap into our network of cameramen to film on location. This makes it easier for researchers and makes for a more interesting background.

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### Media blitz

Our team will heavily market the initiative to established media outlets, included the **Inc. Magazine** and **Scientific America**, as well as trade associations and universities.





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# MARKETING BUDGET

**BUDGET PER FIELD: \$35,000**

Budget Breakdown:

1. Filming and editing of 20 videos  
- \$20,000 (historically based)
3. Social Media Advertisements  
- \$10,000
3. Marketing to media outlets and industry groups.  
- \$5,000





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## NEXT STEPS

The next steps will be to find sponsors for each of the fields. Once funding has been secured for a field, scheduling, filming and editing will take place.

Sponsors who have previously funded a field, will have a privileged option for the next round of funding, as well as access to our members.



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# MEET OUR TEAM

Kasole Nyembo,  
Chief Executive Director,

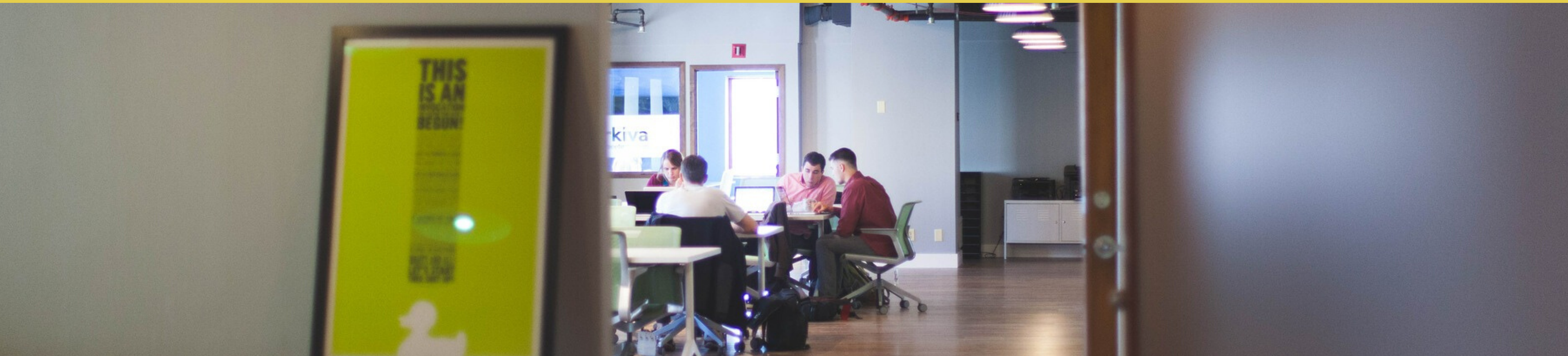
Nan Zhong,  
Senior Software Engineer

Sean Burrett,  
Chief Creative Director,

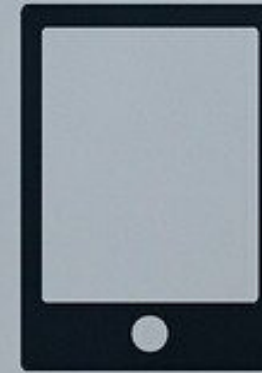
Nickie Shobeiry,  
Manager of the Top 200 Initiative

Jenny Kataraka,  
Head of Marketing

Atul Sale,  
Video Editor







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## CONTACT US

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