



*Project Consulting in Pharma and Biotech*

We wish you a wonderful summer and keep our fingers crossed for our national soccer team for the Women's World Cup!

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## LITERATURE DATABASE – DEMOVERSION AVAILABLE

If you are active in Med Wiss or in clinical research, you can create your individual literature database with the help of our template or we can do that for you. The literature stock is layed out according to your wishes. The entire open access literature on areas of your interest is recorded. In addition, you can place own and internal documents, not intended for the public, because only the previously defined group of people has access. A few clicks will take you to the documents sought.

The literature database is Web-based and therefore accessible from any Internet-enabled computer, of course, protected by a password. Thus the system enables the convenient and fast access to large stocks of literature, no matter where you are. The stored literature may be abstracts, full texts, lectures, or other sources of information. It is equipped with own keywords and search functions and thus made easily accessible and searchable. The literature can be made available to other programs like Excel by export functions.

Regular updating is done by us or you can do it yourself without much effort. Individual features and of course the corporate design requirements of your company are implemented to achieve an optimum solution for your needs.

Make an appointment for demonstration with Cathrin Pauly under +49 6131 995304 or +49 162 6150783 or send an Email to [pauly@aspiras.de](mailto:pauly@aspiras.de).

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## RESULTS OF A SURVEY TO THE INNOVATION PROCESS IN BIOTECHNOLOGY

The Chair of Entrepreneurship and Innovation at the Technical University Dresden investigated the success factors for the transfer of innovation projects from research institutes to the economy in the field of pharmaceutical biotechnology in a mixed-method approach (Uecke, O., Gurtner, S., Crispeels, T., Schefczyk, M. (2011): Managing radical innovations in the innovation process in biotechnology, Proceedings of the XXII International Society for Professional Innovation Management (ISPIM) Conference 2011, Hamburg, 12-15 June 2011). As part of a qualitative analysis case studies from Germany and Belgium were analysed. The findings from the case studies were then evaluated with the Analytical Hierarchy Process (AHP) method by expert survey. The results show that resource, the transfer team, environment and execution of the transfer project as well as access to information to develop the project are crucial for a

successful technology transfer. A supportive organizational culture in the scientific institutes is also very important.  
If you are interested in details about this investigation, please contact Oliver Uecke (oliver.uecke@tu-dresden.de).

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## NEW SCHEDULE OF ALLIANCE MANAGEMENT WORKSHOP SERIES CREATE PRODUCTIVE PARTNERSHIPS IN LIFE SCIENCE

As part of our workshop series "Alliance management", we offer new priority topics and dates together with the [n-tier services GmbH](#):

Thursday 15 Sept 2011: Main topic „Cooperation and Communication“

Thursday 20 October 2011: Main topic „Contract Management“

Thursday 10 November 2011: Main topic „Contract Management“

The participation fee is 70,- € (plus VAT). Register quickly for one of the limited places at [www.aspiras.de/alliancemanagement/anmeldung](http://www.aspiras.de/alliancemanagement/anmeldung).

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## DESIGN OF MARKETING MATERIAL

In the archive you can view examples of our work under <http://www.aspiras.de/de/seiten/schaufenster.html>. The range of tools for a successful public image includes the development of a corporate design, corporate and product brochures, special publications and monographs, and the development of roll-up posters, banners and signs. Due to our expertise, we transfer your scientific content into understandable language. An appealing design is self-evident for us. This way advertising messages and information go down well!

Please contact us under +49 6131 995304 or send an Email to [paul@aspiras.de](mailto:paul@aspiras.de), if you want to know more about these services.

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## UPCOMING 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:

- Conference ‚How to effectively support women establishing and developing their own businesses‘ (invited speaker), 20 June 2011 in Krakau, Poland
- Award for the competition Science4Life on 20 June 2011 in Frankfurt
- Life Science Nord summer lounge on 22 June 2011 in Hamburg

If you wish to participate in one of the events and use the chance of one-to-one interviews, please arrange a date by calling +49 6131 995304 or +49 162 6150783 or by sending an Email to [paul@aspiras.de](mailto:paul@aspiras.de).

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## GOOD TO KNOW

The German chemist Robert Bunsen is celebrating his 200th Birthday this year. The actual invention of the Bunsen burner, which every scientist knows, goes back to Michael Faraday. Bunsen, however, improved it.

The Bunsen burner consists of an approximately 15 cm long piece of pipe, where the fuel gas supply (mostly propane, butane or natural gas or town) is attached. The fuel gas flows past the intake of an opening through which an oxidizer, eg air is drawn. The width of the opening can be adjusted depending on demand. At the upper end of the tube, the gas is ignited and burned. The Bunsen burner is mainly used for samples of analytical chemistry as the "Lötrohrprobe" or the flame test, which verifies the ions in the chemical. By the addition of borax or microcosmic phosphorsalt beads the composition can be examined more closely. Some metals stain the beads in a certain manner and are therefore easily identifiable.

You can get more information about the „Deutsche Bunsen-Gesellschaft für Physikalische Chemie“ under <http://www.bunsen.de/>.

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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/de/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?

You wish to cancel the order for ASPIRAS-newsletters coming out four times a year? Send an empty mail with the subject "cancel the newsletter" to [pauly@aspiras.de](mailto:pauly@aspiras.de). We immediately take you from the recipients list.

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

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## CONTACT & COPYRIGHT

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