



# Strategic Workshop 2025

Presented by:

**Dr. Pradeep Ghosh & Destine Prayogi Mertadiwangsa**





# OUR AGENDA



**Introduction & Overview**



**Business Model Canvas**



**SWOT Analysis**



**Next Step: Goals Setting**







# ICO TEAM



Pradeep Ghosh  
Head of Unit



Seda  
Administrative Executive



Jana  
Assistant Administrative



Gabriele  
Administrative Executive



Hanae  
Working Student



Maria  
Working Student



Stephane  
Intern



Cyprian  
Working Student



Golchin  
Intern



Destine  
Working Student



Maria (Mar)  
E+ Trainee



Bernard  
E+ Trainee



Himanshu  
Intern

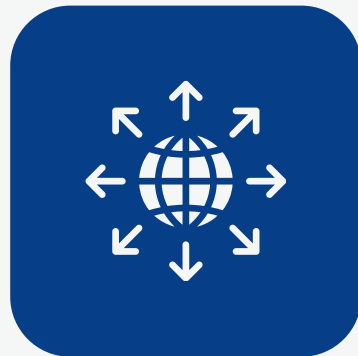


Erica (Quynh)  
E+ Trainee





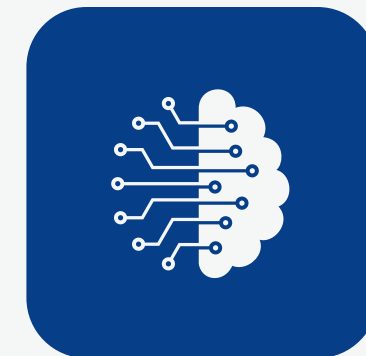
# OUR FOCUS AREAS



**Discover**



**Connect**



**GET\_INvolved!**





# DISCOVER

**Social Media**

**Outreach (Events)**







# SOCIAL MEDIA



In year 2025. We wanted to achive **30% improvement Social Media** through 12 #FollowTheLead Campaign, 12 #1MinuteBeforeLunch Campaign, 5 #BehindTheLabDoors and more other Campaigns such as #InstaTakeOver and more Projects Campaigns.

12

**#FollowTheLead**

**#1MinutesBeforeLunch**

5

**#BehindTheLabDoors**



what's  
new?



## GET\_INvolved - Programme

283  
posts

2.100  
followers

we only wanted +500 followers from 1000

359  
following



# 12

#FollowTheLead

#1MinutesBeforeLunch

# 5

#BehindTheLabDoors

# 30% Improvement





# Follower highlights ?



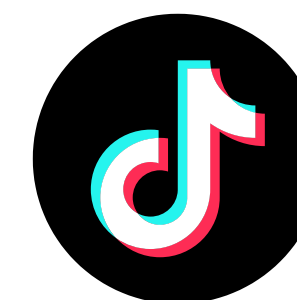
Total followers

Lifetime

3.943

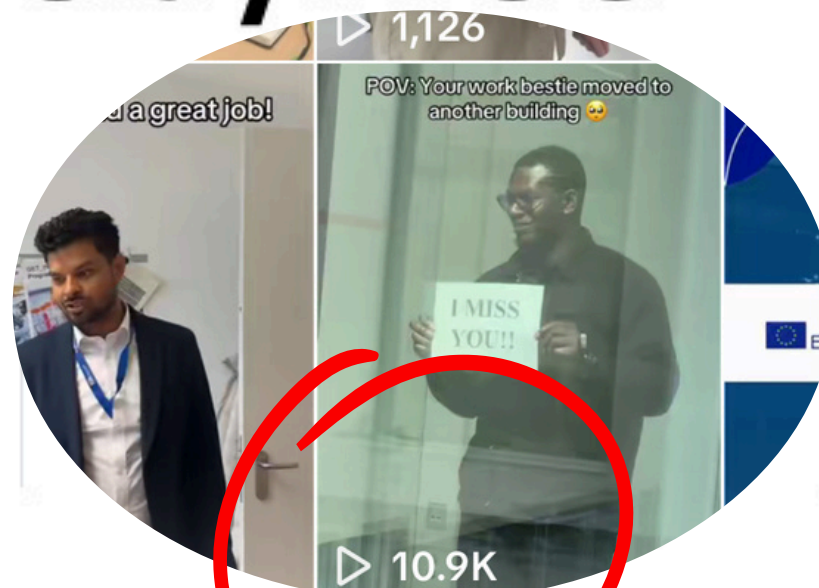
SlayinICO ✓

Edit



0

Following



3,196

Likes





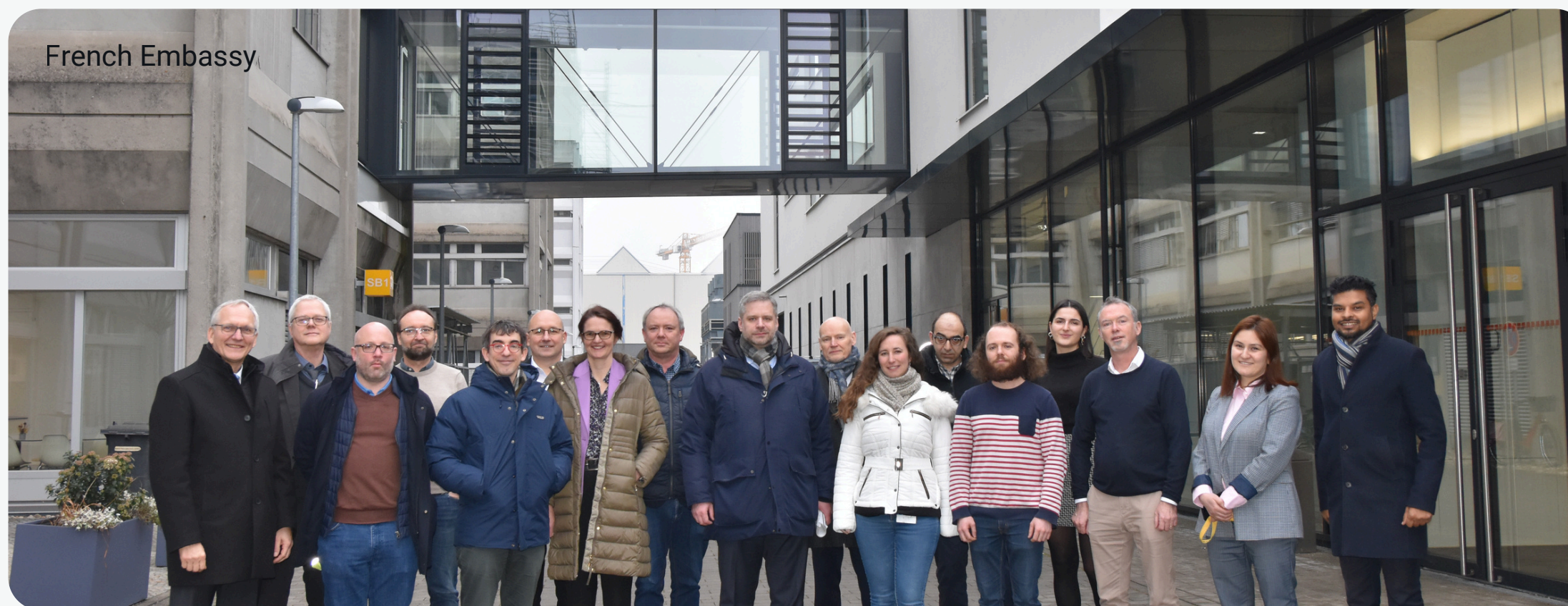
# OUTREACH

Indian Annual Business Meeting



- In year 2025. We wanted to achieve more Events (External & Internal) to also gain more Applications.
- ✓ 400 people visited GSI
  - ✓ 14 Big events organized!
  - ✓ 47 Outreaches from more than 50 Events (Civil Constructions, High Level Event, etc)

French Embassy







## May 2025

- 27 May GET\_TOgether - Regional Strawberry Picking Field Visit
- 23 May Guided Construction Tour University of Basel

## March 2025

- 21 Mar GET\_INVolved: FAIR Civil Construction Site Tour 2025-1

## February 2025

- 28 Feb - 01 Mar 18. FAIR and GSI Joint Scientific Council Meeting 
- 28 Feb Science for a Sustainable Future Indo-German Science and Technology Connect

2025_01_20_FrenchEmbassy	03.11.20
2025_01_26_RepublicDay_External	06.02.20
2025_01_27-28_RepublicDay_IndianEmbassz	28.02.20
2025_01_31-IndianEmbassyVisit_MD_Ambassa...	24.10.20
2025_02_05_Swedish Big Science Delegation Visit	24.10.20
2025_02_20_DutschSchoolVisit	21.05.20





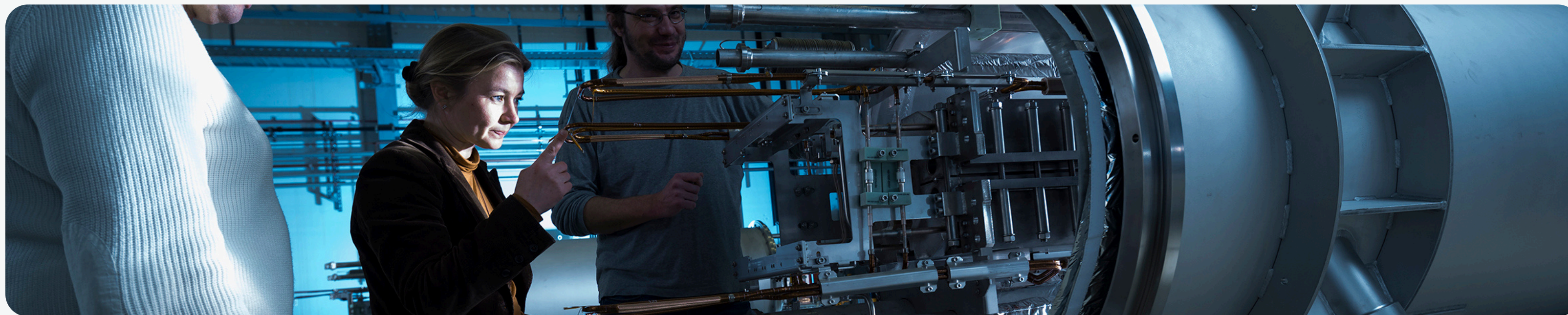
Grill n Chill Networking Event	04.09.2024	31
AISEC	11.09.2025	1
External guest	11.09.2025	1
Erasmus Day Event	14.10.2025	35
Cumulative Sum		383

# ANNUAL GRILL & CHILL EVENT

TTR Invested more than 2500 Euro for the last 3 years







# CONNECT

**Applications**

**Outreach (Study Tours & Programme)**







# CONNECT



In year 2025. We wanted to achive **1500 Applications**, **200 Incoming**, adding new Programme, adding more Study Tours and do the GAP Analysis

**1500**

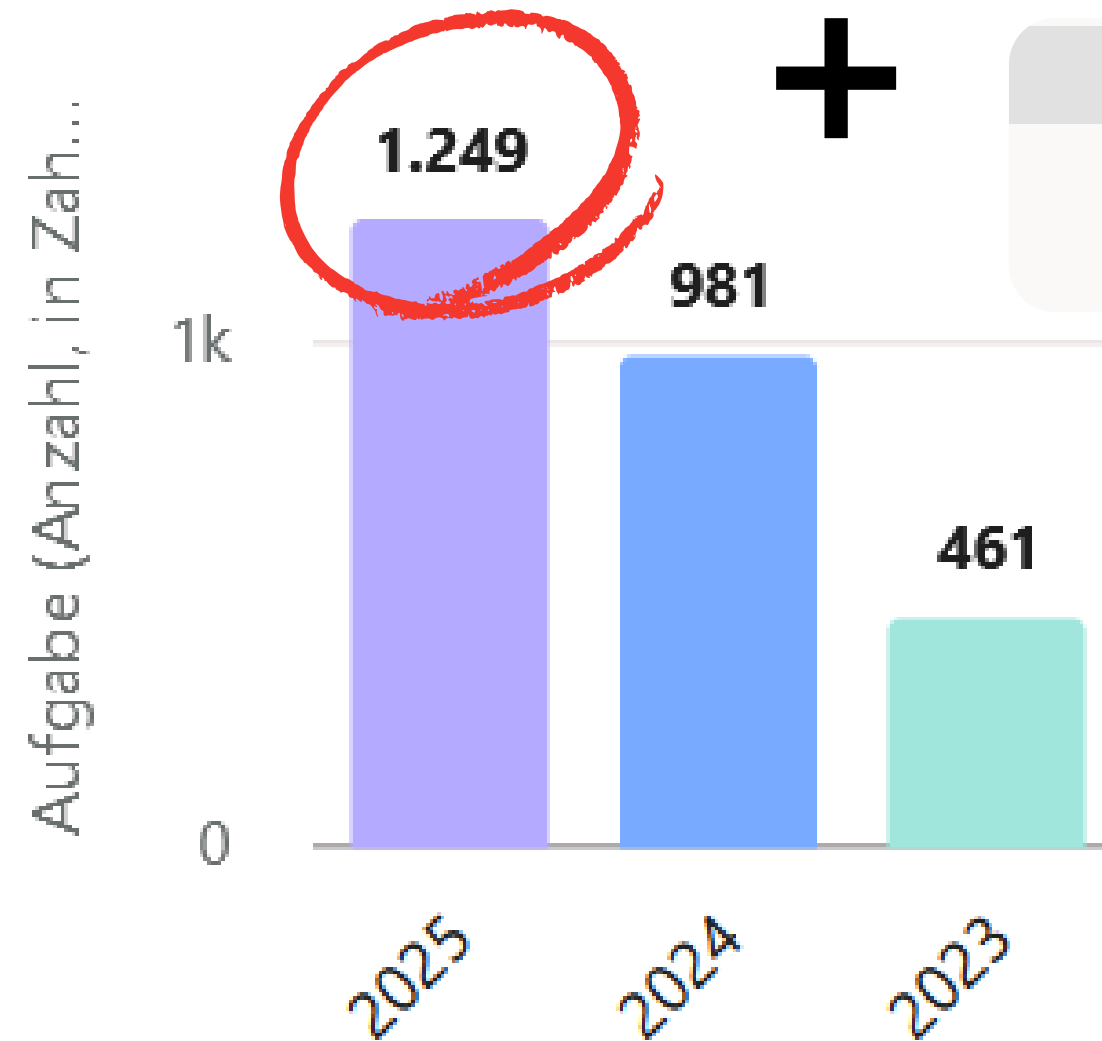
**more Applications**

**200**

**incomings**



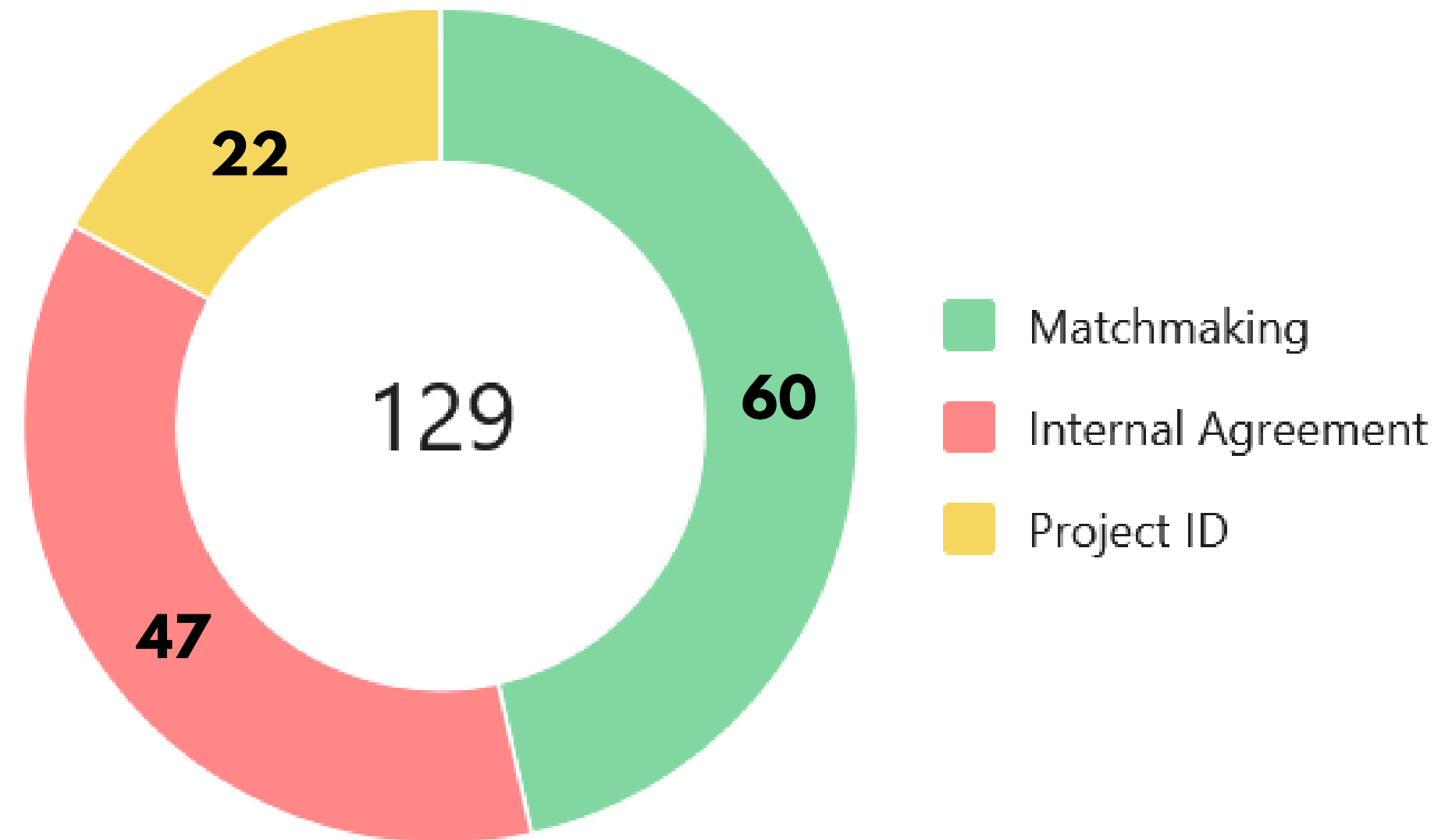
## Aufgaben insgesamt nach Year



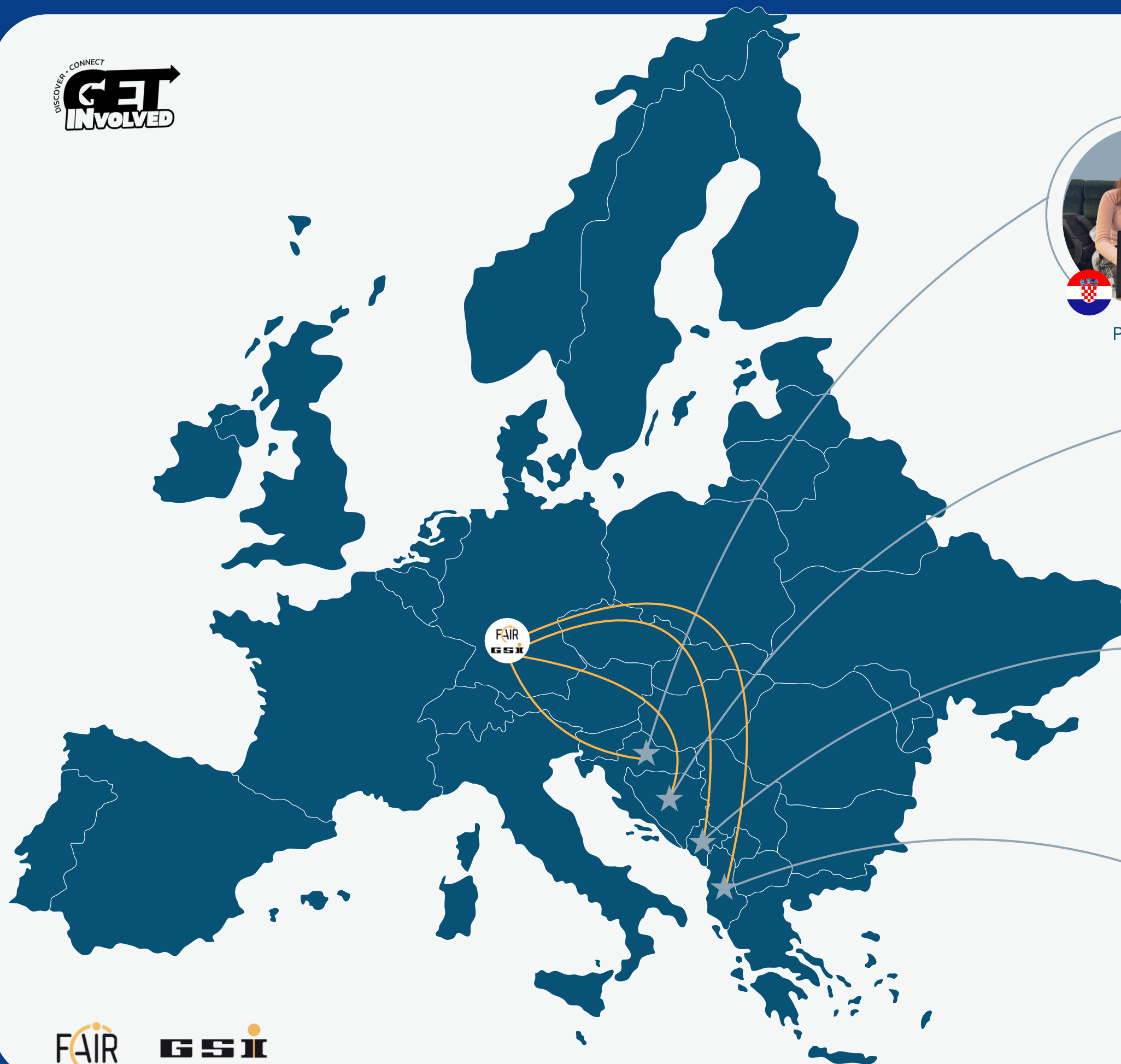
+

1.1 SPECULATIVE_Applications	114
1.2 IN-REVIEW_Application	3
1.3 SAVE ON DRIVE - SORT MAIL (MI/HA)	

= 1.363



# Zoran Djindjic Internship Programme 2025



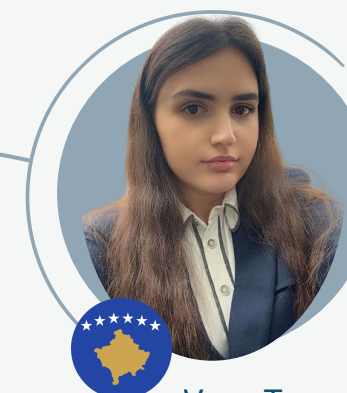
Petra Bilela



Naida Ibrahimspahic



Midheta Arnautović



Vesa Tmava



Enkelt Myrta







**Dutsch School Visit**

**GAP Analysis**







# GET\_INVOLVED

**Discover**

**Connect**








# GET\_INVOLVED!



In year 2025. We wanted to achive **10% Partnerships**, **4 more Interns** and **1 new Position**

just signed:

- FR - IMT Atlantique  Maria lakubkina
- IN - MUST Addendum
- ES - ITM

ready to sign:

- BA - UNSA
- BA - Verlab
- IN - IIT KGP
- RS - UNS (University of Novi Sad)

follow-ups/negotiating:

- IN - CUSAT - legal check, then signing
- IN - University of Delhi
- PL - Prevac - last preparations
- PL - AGH - negotiating
- UZ - Uzbekistan University - under question
- AR - UNLP - negotiating







# BUSINESS MODEL CANVAS

**Hanae Alt Chelh**



# Business Model Canvas

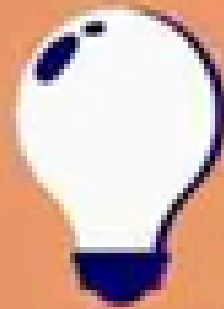
Key Partners



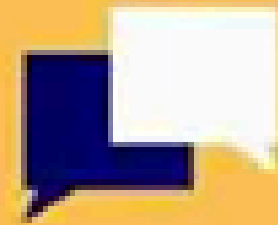
Key Activities



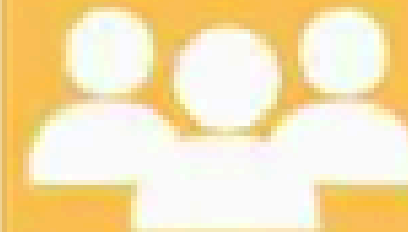
Value Propositions



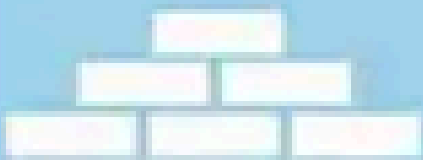
Customer Relationships



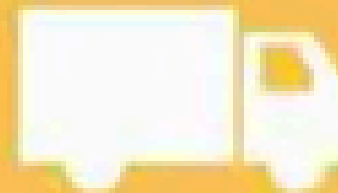
Customer Segments



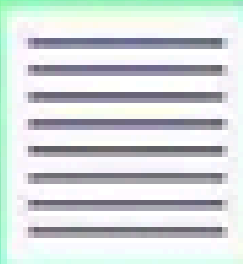
Key Resources



Channels



Cost Structure



Revenue Streams







# **TEAM WORK: BUSINESS DEVELOPMENT**

**ICO TEAM**





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# SWOT ANALYSIS

Destine Prayogi Mertadiwangsa



# What's in a SWOT analysis?



The good

The not-so-good

What we've got

## Strengths



What resources can we deploy?  
What are our advantages?  
What's working well?

## Weaknesses



What abilities are we lacking?  
Where are we starting to struggle?  
How can we overcome these?

What's out there

## Opportunities



Who might most value our strengths?  
What trends work in our favour?  
What prizes are within reach?

## Threats



What headwinds do we face?  
Who might challenge us?  
What could go wrong?



A close-up photograph of a person's hands working on a project. One hand holds a small, dark photograph, while another hand uses red-handled scissors to cut it. A third hand holds a black marker over a newspaper clipping on a table. The table is cluttered with various items, including a clear plastic cup, a green box, and other papers. The background is dark and out of focus.

# TEAM WORK: SWOT ANALYSIS

**ICO TEAM**



# LET'S WORK TOGETHER!

Discover. Connect and GET\_INvolved!

