



LISTEN TO THE STORY BEHIND THE SCIENCE
Helping you achieve maximum impact for your research
www.scipod.global





Scientists are becoming increasingly aware of their responsibility to communicate science to a much broader and diverse audience. Moreover, given the significant change in the way information is disseminated and accessed, people want more from academic institutions and industry than ever before.

It is now widely accepted that broader science communication is a fundamental aspect of a scientist's career and certainly a criteria for most new research grants to create meaningful impact. While many do recognise this, it can be a challenge to find the time and do it effectively. Although you have done the hard work in getting your paper published in a high-impact journal, this is just half the battle in today's competitive academic environment. Your research and often, career, depends on impact and this does not come just from publications. Even the best papers, published in the best journals, are no good to you if no-one reads them. Your work should be heard by policymakers, the government, and widely covered in the media.

We have the solution. **SciPod.**

SciPod boasts a rich reputation of bringing a new, authentic and easy communication service to science and technology.



Why is science communication important?



Good science communication helps people make informed decisions and motivates them to take appropriate and affirmative action.



Good science communication encourages everyday people to be scientifically literate so that they can analyse the integrity and legitimacy of information.



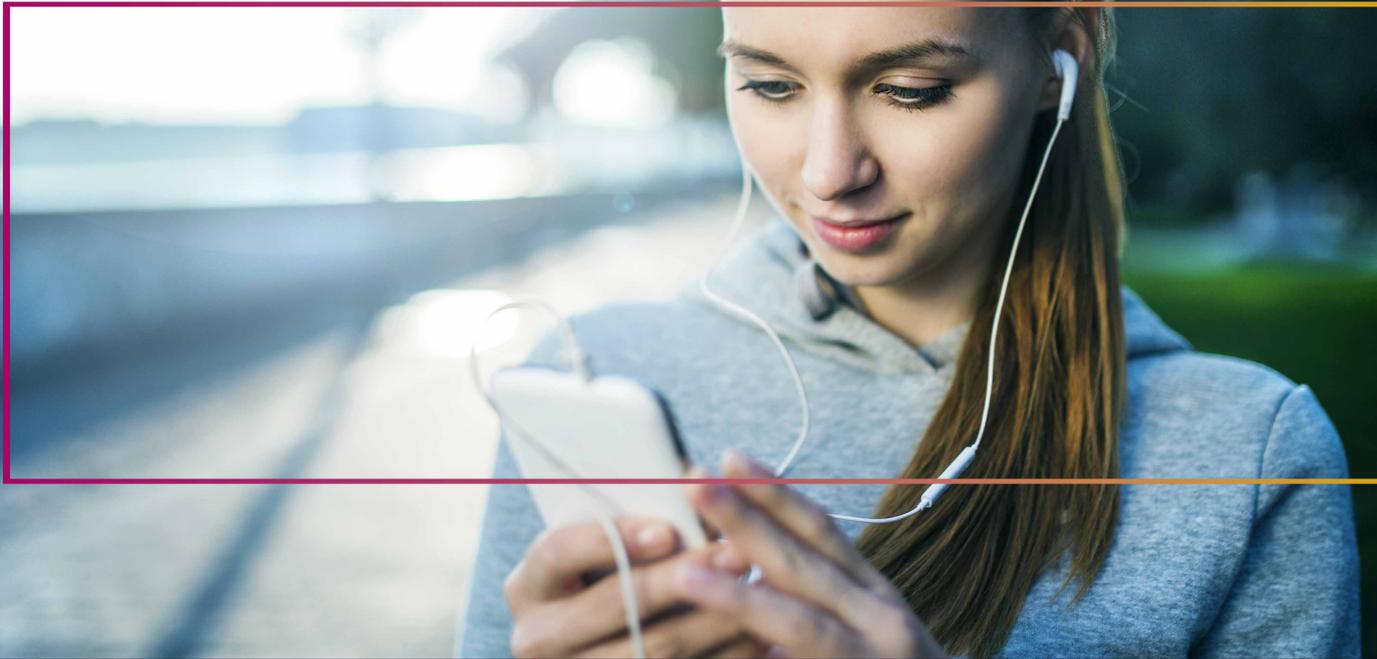
Good science communication encourages people into STEM-related fields of study and employment.



Good public science communication fosters a community around research that includes both members of the public, policymakers and scientists.

Despite these benefits, very few scientists can invest the needed time or energy into science communication. Of course, it is not always a scientist's fault that this happens. There are barriers to even sincere efforts to engage in science communication.

We are here to support and overcome these barriers for thousands of scientists around the globe.



What is SciPod?

Our mission is to connect science with society and provide tangible channels to profile the real-world impact and importance of scholarly research and university-driven innovation. We do this by enabling organisations, alongside individual researchers, to share, disseminate and promote their scientific and societal endeavours through our online media channel - to a broader and more diverse audience than traditional publication outlets can readily provide.

In a recent survey 75% of people said they would choose to listen to an audio book than read a text book and 50% would choose to listen to an audio than watch a video. SciPod captures the Audible generation and the modern phenomenon of learning at pace and learn while multitasking.

SciPod is an audio book communication service for science, technology, and humanities. Each SciPod is a 12 minute audio book in plain language format, covering an original scientific paper.



SciPods's main aim is to communicate to a broad audience and provide a professional dissemination service in a time-effective and convenient manner.



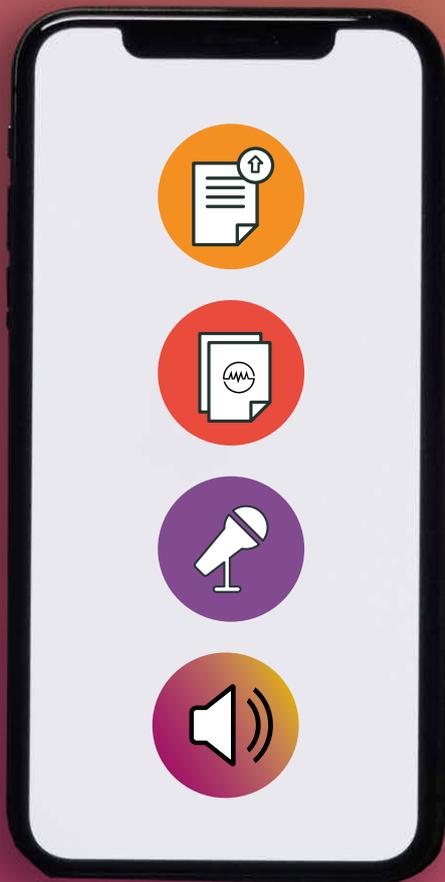
Our team of PhD-level science writers work diligently to transform complex technical papers into a plain language summary.



Our professional voice-over artists then beautifully narrate the summary into a understandable and enjoyable audio book.



Our dissemination team publish and promote each SciPod to our 26,000 audience of listeners. We also promote through our social media channels, and publish through all major audio sites like Apple podcasts, Spotify, Google podcasts, to name a few.



Step 1.

Upload your science paper

Step 2.

SciPod script produced

Step 3.

Voice artists narrates

Step 4.

Your SciPod is published

How does it work?

Our simple 4 step production process has been designed by scientists for scientists. Not only can a SciPod help to increase the impact of your research, it will also help you:



Save you time. Between writing, reviewing, field work, data analysis, teaching, conferences, social gatherings and family, scientists have a lot to juggle.



Define a layman narrative. Scientists can fall into the trap of using vernacular from a very specific area of expertise that is totally foreign to the average reader or listener.



Be extremely cost effective. Budgets are tight, funding is being cut. For a research to do this themselves would cost time and money, to employ a marketing company would be astronomical.



What you get with your SciPod



A personal production team



A dedicated audiobook web page



1. Cover art 2. Mp3 file 3. Text article

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I think SciPod is a perfect communication tool for every scientist and university lecturer. Our SciPod supports our journal paper and attracts an additional broader international audience to listen and get to know more about our work and results. I was very happy with the professional and fast production team. Our research now has an opportunity to reach and connect with more of our peers, colleagues, students and the general public both locally and internationally. I am excited about the possibilities this has created, and I highly recommend SciPod if you want a professional scicomm service that delivers real impact and.

Prof. Martina Blašková, PhD, University of Žilina





SciPod in numbers



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engagement**

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