



The Business Model for EBRNetwork

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Outline:

1. The overall description of the business model for EBRNetwork
2. Income types
3. Budget scenarios
4. Progress plan
5. Registration in Brønnoysunn Register (<https://www.brreg.no/en/>) / Union of International Associations (<https://uia.org>)
6. EBRNetwork & HVL
7. Pros & Cons

1. THE OVERALL DESCRIPTION OF THE BUSINESS MODEL FOR EBRNetwork

The organization is an independent non-for-profit group registered in Brønnoysunn Register. This organization has made an agreement with an institution to assist in certain functions (manage membership).

The future business model (BuMo) for our continuation of EVBRES/EBRNetwork (Hereafter: EBRN) must be a multicomponent BuMo with several funding sources. The basic income to start-up and run the EBRN will be a membership fee of 50 EUR/year. The fee must differ between sub-groups of members (Student versus Seniors, HIC versus LMIC, individual versus organizations).

We suggested that when promoting membership of EBRN we should highlight that the reason for paying a membership fee is because: (A) you will support the goal; (B) you will receive the Newsletter; (C) you will have a discount when signing up for EBR conferences, webinars, courses and alike; (D) you will participate in development and discussion related to EBR (for example Discord-like discussions; and so on).

2. INCOME TYPES

1. Membership fee
2. Funding
3. Sponsorships
4. Revenue from product, events and services
5. Donations

Membership fee

Individual membership fee: 50 EUR/Year.

The payment will cover from EBR Conference to next EBR Conference. Thus, we can give a discount for a membership, and their membership will cover a full year after the EBR Conference.

Later:

Organizational membership fee: For commercial members: 2500 EUR/year / For NGO: 250 EUR/Year (up to 30 members); 500 EUR/Year (up to 500 members); Above 1000 members (1000 EUR/Year) (Ideally, the organizations want to be members and get the endorsement, thus, this will not be immediate priority)

EBRNetwork will endorse the activities of the organization as they are following the EBR approach – the organization need to something to be endorsed

Funding

Grants applications alone

Grant applications together with other similar organizations like:

1. ICASR
2. ESI
3. NORNESK
4. Cochrane Norway / Denmark / Czech Republic

Aim: to get support for specific activities / projects such as:

- Conference Grants
- Training Courses
- Seminar grants
- Scientific activities
- And more

ERASMUS+ / Iceland/Lichtenstein/Norway and similar grants

Sponsorships

Identify companies, organizations, private persons etc. and ask for sponsor support. Not as limited as for example as Cochrane, as we're not focused on evidence production, but systematicity and transparency in science.

A sponsorship will typically cover specific activities / projects.

We need to decide who is NOT a possible sponsor, i.e., policy about types of sponsorships:

- no industry sponsorships can drive our aim and activity
- never have one BIG sponsor, always several small sponsors
- sponsorship for members from LMIC

Revenue from products, events and services

Our products are:

1. a new scientific method
2. teaching material and / Learning material for PhD courses / Master programs etc.
3. handbook
4. events for example conferences and training schools
5. seminars and courses (Differentiated prices depending upon context and participants) – Quality assurance: who can teach? how to teach the teachers? how to pay for quality? Certification is needed
6. a digital tool to assist in the justification & design of new studies and when placing new results in context / EBR App / tools
7. method to decide if further studies is needed or not (Bayesian) - a tool that could be useful for researchers, RECs, Funders, Research regulators, journals
8. library of EBR related papers and books and others
9. ways to monitor research (EBR based or not?)
10. maybe a score of EBR level of institutions (The EBR stamp)
11. the body of evidence through our SRs and meta-research and opinion papers
12. EBR consulting function for research institutions (Public and Private) / EBR consulting for RECs / Funding agencies/Publishers

Donations

Regular campaigns to raise money for EBR

Crowdfunding

Donations

Donation will typically cover specific activities / projects.

3. BUDGET SCENARIOS

Examples of expenses

1. Membership management
2. Regularly economic reports
3. Management of income
4. Donation campaign
5. Website management
6. Support for online courses and workshops
7. Support for event management
8. Meetings, arranging, catering, hybrid solutions etc.
9. Press releases

10. Communicational support
11. Access to DistillerSR
12. Endnote licenses
13. Access to library resources
14. Information specialist support
15. Support for funding application

4. PROGRESS PLAN

The following progress plan for EBRN must be organized and initiated in the listed order:

1. Registration of the network
2. Hosting agreement with institution (Suggestion: HVL in Bergen, Norway)
3. Individual membership fee and option for donations: 30 EUR/Year
4. Looking for sponsorships
5. Revenue from product, events and services
 - a. Surplus from conferences (Includes: registration fees, vendor fees, sponsorship and more)
 - b. Surplus from courses (Full online / F2F / synchronous online) - certification/diploma (different level (organizations/individual))
6. Grants (ERASMUS+ / NORPART)
7. Sharing administrative expenses with other "SR" organizations
8. Organizational membership fee: For commercial members: 2500 EUR/year / For NGO: 250 EUR/Year (up to 100 members); 500 EUR/Year (up to 500 members); Above 1000 members (1000 EUR/Year) (Ideally, the organizations wants to be members and get the endorsement, thus, this will not be immediate priority)

Reasons for membership:

 - a. Supporting the overall aim (The EBR idea)
 - b. EBRNetwork can offer:
 - i. Discount for Conferences, Courses etc.
 - ii. Newsletter
 - iii. EBRNetwork will endorse the activities of the organization as they are following the EBR approach – the organization need to something to be endorsed
9. Grants- surpluses from grants for EBR projects
10. Donations / Sponsors
11. Surplus from collaboration with other organizations – for example EPISTEMONIKOS
12. EBR consulting: universities / RECs / Funding agencies / journal editors/peer reviewers / Learning material for Bachelor, Master and PhD level
13. EBR consulting: RECs and Funding agencies
14. EBR Handbook
15. EBR App / tools