

Value proposition

This is the value proposition of the Scientific Arab Forum Limited (trading as saf)

Background

saf envisions to establish a world-class membership of Arab scientists and science communicators to promote scientific excellence and enquiry ... to inspire curiosity and shape science policy in the Arab World. To achieve this vision, saf recruits some of the most promising scientific researchers to its membership and provides a platform for their interaction with the public, academic institutions, and industrial organisations. To ensure the interaction of saf members with saf stakeholders is fulfilled, saf strives to create exceptional value for academic institutions and industrial organisations through a range of exclusive assets.

Assets

Technical assets	Website	The website of saf is built on a modern infrastructure that allows hosting of a large range of content types; from scientific/academic jobs and opportunities to events and publications.
	Social media outlets	saf has attracted an expanding base of 30k followers from students to academics to laymen across the Arab World and beyond.
Logistic assets	Conferences	saf offers two conferences in the life sciences and one in the physical sciences on an annual basis. The conferences will be offered online and can accommodate up to 500 individuals at any one time. saf members present a mix of long and flash talks covering their cutting-edge research across a range of subjects to the students and academics registered for the conferences. Registered students and academics will have the opportunity to interact with the presenting members. Registration to the conferences is free.
	Lectures	saf plans to offer monthly lectures across the life and physical sciences. The lectures will be given by established early career researchers (junior group leaders, assistant professors, etc.) who are not members of saf. The conferences will be offered online and can accommodate up to 500 individuals at any one time. Registered students and academics will have the opportunity to interact with the presenting invitee. Registration to the lectures is free.
	Networking events	saf offers several networking events on an annual basis. These events will be offered online and can accommodate an undefined number of individuals at any one time. Students and academics will have the opportunity to interact

with saf members participating in these events on a range of topics.

Registration is not required for these events.

Interviews saf offers monthly interviews with its members. The interviews aim to unravel the intricacies of each of the members academic career pathway to gain deeper insight behind their successes (and failures) for the benefit of younger generations. These interviews are offered online and can accommodate an undefined number of individuals at any one time. Registration is not required for these interviews.

Articles The editorial team of saf publishes three weekly short (ca. 250 words) summaries of peer-reviewed articles in Arabic. The summaries are carefully written to appeal (and be amenable) to the public. Articles are chosen by the experienced members of saf for their quality, interest to the public and timeliness.

Human assets

Members

saf members:

- are experienced across a range of subjects in the life and physical sciences (see www.safonline.org/en-members for a list of specialisations),
- are citizens of Egypt, Syria, Lebanon, Sudan, Algeria, Saudi Arabia, Yemen, and more,
- publish in scientific journals of high-impact factor (e.g., Nature, Science and Cell),
- are affiliated to the world's most eminent fellowships (Harvard Society of Fellows, Oxbridge Junior Research Fellowships),
- are named on global lists (e.g., Forbes 30 Under 30, MIT Innovators Under 35), and
- have been awarded competitive prizes (e.g., Otto Hahn Medal, the Rolls-Royce Prize).

Editors

The editorial team of saf has developed strong expertise in translating and editing a range of scientific documents in Arabic for a broad range of audience.

Attendees

The attendees of saf's events are accomplished, intellectual and motivated students and academics affiliated to academic institutions in the Arab World. Given saf's strong online presence, the numbers of attendees per any event ranges between tens to several hundreds.

Value to institutions and organisations

Research companies

- Value in [attendees] through [conferences] and [networking events]: Access to a potential workforce with knowledge and enthusiasm from the hundreds of attendees.

- Value in [members]:
Access to growing base of 60 members (researchers) with high level, domain specific expertise for research enquiries or collaborations.
- Value in [website] and [social media webpages]:
Access to advertising jobs to a growing base of more than 30k followers.
- Value in [editors]:
Access to an experienced editorial team that has developed the expertise in drafting short, readable scientific summaries. Editors may be commissioned to write summaries about peer-reviewed articles authored by the company's researchers and to feature/pin those summaries on the [website]/[social media webpages] of saf for wide visibility.

Universities

- Value in [attendees] through [conferences] and [networking events]:
Access to potential MSc/PhD candidates with knowledge and enthusiasm from the hundreds of attendees.
- Value in [website] and [social media webpages]:
Access to advertising jobs and MSc/PhD programs to a growing base of more than 30k followers.
- Value in [members] through [conferences], [networking events] and [interviews]:
Access to a group base of 60 members (researchers) with high level, domain specific expertise for research enquiries, collaborations, and recruitments.

Educational foundations and scholarship providers

- Value in [attendees] through [conferences] and [networking events]:
Access to potential grantees with knowledge and enthusiasm from the hundreds of attendees.
- Value in [website] and [social media webpages]:
Access to advertising scholarship programs to a growing base of more than 30k followers.
- Value in [members] through [conferences], [networking events] and [interviews]:
Access to human testimonials from the growing base of 60 members (researchers) with strong track record of scholarships and fellowships.

Scientific publishing companies

- Value in [articles] through [editors], [website] and [social media pages]:
Access to widely read articles sourced from peer-reviewed publications and drafted using protocols experimented over three years for readability by the public or commissioned articles to be featured or pinned.
- Value in [editors]:
Access to an experienced editorial team that has developed the expertise in drafting short, readable scientific articles as well as thematic issues covering most important global challenges.

- Value in [members]:
Access to a growing base of 60 members who advise the editors on the most exciting and important scientific discoveries to cover.

Schools

- Value in [members] through [conferences], [networking events] and [interviews]:
Access to a growing base of 60 members who can speak at local schools or provide testimonials of their schooling experiences.
- Value in [website] and [social media webpages]:
Access to advertising teaching jobs to a growing base of more than 30k followers.