

Birgit Bauer

Birgit Bauer is a veteran information professional in Austria. She systematically searches, analyzes and prepares information on behalf of Austrian and international clients.



She ran the information service with Austria Wirtschaftsservice, the development bank for small and medium-sized enterprises of the Republic of Austria. Then she managed a Group with a leading and globally active research & analytics provider in India, with clients from the US and Europe. In 2010 she founded Bauer Business Research with a focus on research and research training.

Birgit holds a masters degree in material engineering from Mining University of Leoben and has work experience in scientific research, sales and product development. She is well connected with international research experts and regularly participates in major international conferences of the information industry.

References:

Research projects, workshops, presentations, lectures since 2000 for example for

AlcaSynn, Agrolinz Melamin, Austrian Research Centers Seibersdorf, bfi, Carinthia Tech Research, CATT Linz, Center for Academic Spin-Offs Tyrol, CupCakes, FH Technikum Wien, i2 Business Angel network, i2b and BOB business plan competitions, INITS, KomMunai, RhoBest Coating, Lotos Norge, SciencePark Graz, Siemens, tech2b, Tiroler Zukunftsstiftung, Tttech, Wifi, Wirtschaftskammer, Women's Career Network, University of Klagenfurt, University of Vienna, TU Wien, TU Graz, Frankfurt Book Fair, Online Information London, Offshoring Conference of SDA Bocconi Milan, and many more

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Please feel free to contact us for questions or additional information.



Bauer Business
Research

Business Research

For informed decisions.

What Is Business Research?

Business research is a process of acquiring detailed information of all areas of business, critical to make wise and informed decisions. Typical topics are market size, trends, competitors, products, prices, distribution channels and more.

BBR Offers

- Market and industry analysis
- Research for the creation or review of business plans
- Content for portals and newsletters
- Competitive Intelligence (lists and profiles of competitors, product comparisons, regular updates etc.)
- Patent invalidation research
- ... and more

Why BBR-Business Research?

You ...

- ... prefer to make decisions not just 'out of the gut'.
- ... seek professionally prepared information, so that you can concentrate on your core business.
- ... as an entrepreneur, plan to convince investors of your business plan through in-depth analysis and market assessments.
- ... as an investor, want to know if a new product idea is really new, in an effective and confidential way.
- ... value independent, respected sources and advice.

This Is How Research Becomes a Success

Medical Devices:



For Siemens Medical Technology, Bauer analyzed the market potential for a potential new development. She provided an overview of manufacturers, market shares, products, prices, distribution channels, market volumes, clinical trials and medical reports.

Then, due to the research results, the innovation was not pursued. High development costs were saved, money freed up for more promising projects.

CupCakes:

For the business plan of the pastry shop 'CupCake' Bauer explored the market of a new business idea and analyzed possible competitors.



The entrepreneur now knew her market and was sure of her decisions and strategies. In the meantime CupCake even opened several branch stores.

Quantum Encryption:



The Austrian Research Centers Seibersdorf applied for EU funding for their quantum encryption project. Bauer was asked to find information supporting the application. She found the analysis of a renowned, international market research institute, in which quantum encryption was mentioned as a potential competing technology. Interviews with international experts on possible commercial applications completed the research.

Also because of these forecasts, more than 11 million Euros were raised in EU funds.

Pictures: Daniela Klemencic (Bauer), istockphotos (Success Stories), Bauer (Graph BBR-Project work)

Your Benefits at a Glance

- As research specialists we know our business and search quickly and efficiently.
- We collect the information by searching and comparing various sources, for example professional databases, the world wide web or scientific publications. The information is quoted correctly and stays comprehensible.
- We provide you with access to business information - whenever you really need it, without annual fees or long term commitments.
- The scope of the assignment, time frame and budget will be estimated and coordinated with you before the project starts. The research will then be charged according to actual effort. Costs remain under control.
- We are independent and discrete. Confidentiality is key.

How Does a BBR-Project Work?

