Your Logo

Business Plan – Research Ready

AI Infrastructure, Automation and Reproducible Research Systems

Christiaan Verhoef[1,2], Research Ready Team[3] and Partner Institutions[4]

1. Research Ready, The Netherlands
2. Value Chain Hackers Lab, Supply Chain Finance Lectorate, Windesheim University of Applied Sciences
3. Value Chain Hackers Network, Netherlands / Europe
4. Academic & Industry Collaborators, Global

Research Ready
Tools for Applied AI & Reproducible Research
https://github.com/Value-Chain-Hackers

Table of contents

List of Figures

List of Tables

1 Value Map — Target Persona 1 (Researcher / Lecturer)

1.1 Products and Services

- Automated research pipelines (data → analysis → report)
- AI-assisted documentation and summarisation
- Reproducible reporting templates (Quarto, R, Python)
- Workflow automation (n8n, OpenWebUI)
- Data validation and preprocessing tools
- Research dashboards and monitoring tools
- Student support automations (Q&A, draft checking, source-finding)
- Integration with institutional systems (Nextcloud, Git, databases)

1.2 Pain Relievers

- Removes time spent on repetitive tasks (cleaning, formatting, exporting)
- Reduces errors through automated checks
- Eliminates version confusion with reproducible workflows
- Provides clear, ready-to-use templates so researchers don't start from scratch
- Offers AI support to reduce cognitive overload
- Standardises outputs across teams and projects
- Helps maintain academic quality with consistent formatting and citations

1.3 Gain Creators

- Accelerates research productivity (hours to minutes)
- Enhances teaching quality with automated student support tools
- Improves collaboration via shared workflows and templates
- Increases confidence in results through reproducible methods
- Creates professional-looking reports instantly
- Makes onboarding new researchers or students significantly faster
- Supports innovative research approaches (AI-assisted insights, chain mapping)

```r
library(ggplot2)
library(ggforce)

# Function to create wedges for the customer profile
make_wedge <- function(center = c(0,0), r = 1, start_deg, end_deg){
  theta <- seq(start_deg, end_deg, length.out = 200) * pi/180
  data.frame(
    x = center[1] + r * cos(theta),
    y = center[2] + r * sin(theta)
  )
}

# Customer profile wedges
jobs     <- make_wedge(c(2.5,0), 1.5, -30, 90)
pains    <- make_wedge(c(2.5,0), 1.5, 90, 210)
gains    <- make_wedge(c(2.5,0), 1.5, 210, 330)

# Value map rectangle
value_map <- data.frame(
  xmin = -3.5, xmax = -0.5,
  ymin = -1.5, ymax =  1.5
)

# Triangle for product/services
product_block <- data.frame(
  x = c(-3.5, -0.5, -3.5),
  y = c(1.5, 0, -1.5)
)

# Arrow
arrow_df <- data.frame(
  x = -0.3,  y = 0,
  xend = 1.2, yend = 0
)

ggplot() +
  # VALUE MAP BOX
  geom_rect(
    data = value_map,
    aes(xmin = xmin, xmax = xmax, ymin = ymin, ymax = ymax),
    fill = "#E5E7EB",
    color = NA
  ) +
```

```
# PRODUCT TRIANGLE
geom_polygon(
  data = product_block,
  aes(x = x, y = y),
  fill = "#3B82F6"
) +

# CUSTOMER PROFILE WEDGES
geom_polygon(data = gains, aes(x, y), fill = "#D1D5DB") +
geom_polygon(data = jobs, aes(x, y), fill = "#E5E7EB") +
geom_polygon(data = pains, aes(x, y), fill = "#FCA5A5") +

# OUTLINE CIRCLE (from ggforce)
geom_circle(aes(x0 = 2.5, y0 = 0, r = 1.5), linewidth = 0.4) +

# ARROW
geom_segment(
  data = arrow_df,
  aes(x=x, y=y, xend=xend, yend=yend),
  arrow = arrow(length = unit(0.3, "cm")),
  linewidth = 0.7
) +

# LABELS
annotate("text", x=-2.1, y=0.9, label="Gain\ncreators", size=4) +
annotate("text", x=-2.1, y=-0.9, label="Pain\nrelievers", size=4) +
annotate("text", x=-3.1, y=0, label="Product\nor service", size=4, color="white") +

annotate("text", x=2.5, y=1.2, label="Gains or\nexpectations", size=4) +
annotate("text", x=3.7, y=-0.2, label="Jobs", size=4) +
annotate("text", x=2.5, y=-1.2, label="Pain\npoints", size=4) +

theme_void() +
coord_equal()
```

1 Value Map — Target Persona 1 (Researcher / Lecturer)