

The Cura Foundation CuraNews

Built to make you money. Built to shine.

For two decades, the Cura Foundation has convened the world's leading life sciences minds — from Vatican-hosted global conferences to long-form interviews with the scientists shaping the field. Their next challenge: turning that authority into reach.

15M+

NIH PAPERS MADE
SEARCHABLE

50+

SCIENTIST INTERVIEWS,
6–10 PAGES EACH

20+

COUNTRIES ALREADY
REACHED

1M

SUBSCRIBER GOAL

Who they are

The Cura Foundation is a life sciences organization dedicated to advancing scientific innovation and compassion at a global scale. They're best known for convening the field's leading minds — most notably the Vatican series on life sciences, held every four years in partnership with major global institutions. Over the past 20 years, their interview series has featured conversations with some of the world's leading scientists, alongside an ongoing stream of opinion pieces and active participation in government-sponsored life sciences consortiums.

The challenge

Cura had built deep authority as a science and convening organization — but authority isn't the same as reach. Their challenge was growing from a respected base in science into a leading life sciences and longevity newsletter, with a real subscriber engine behind it. That meant turning two decades of interviews, opinion pieces, and event material into something people could discover, search, and return to — not archives, but an active publication.

What we built: CuraNews

CuraNews is a monthly news series that turns Cura's institutional depth into an ongoing publication:

- Monthly insights and original articles
- Curated highlights from their interview archive
- Upcoming events and post-event materials, shared widely rather than siloed
- A searchable gateway into the National Institutes of Health's 15 million papers
- Full access to 50+ long-form interviews with leading scientists, organized by subject

"The goal: give readers meaningfully more access — to NIH research, to the scientists shaping the field, and to the wellness and health innovations being developed globally."

Superpowers deployed

CuraNews draws on a composite of AWai's core Superpowers, tuned specifically to what a research-heavy publication needs:

Marketing + Campaigning

Positions Cura's monthly output and drives subscriber growth on an ongoing, scheduled basis.

Sales

Builds the onboarding pathway that turns a visitor into a subscriber quickly and with minimal friction.

Analysis & Reporting

Tracks what content and topics are actually driving engagement, so the newsletter can sharpen over time.

Library / Intranet Capability

Makes the full NIH archive and interview library searchable at the touch of a key, by subject.

That library capability is the hallmark of the build — it's what turns two decades of institutional depth into something a visitor can actually use in the moment, not just browse.

The benefit to Cura

- **New visitors are served better** — they can find relevant research and interviews immediately, by topic, instead of hunting.
- **New subscribers onboard quickly** — with campaign tools tightly integrated into the site itself rather than bolted on.
- **Every future interview, article, and event becomes content that compounds** — rather than living and dying on a single page.
- **The foundation's reach extends** — from a respected convening body to an active publication with global distribution.

The vision

CuraNews is targeting 1 million subscribers over the next several years, with breakthroughs already reaching readers across more than 20 countries.

Ready to see what your Superpowers Report looks like?

Get a free automated growth audit at advancedwebsites.ai/GrowthReport