

**CBDM.T**  
SOUND OUT THE MARKET ....  
... GET INTO THE MARKET



Business Intelligence  
Market Intelligence  
Strategy



# MARKET & BUSINESS INTELLIGENCE AND STRATEGY



Visit us at [www.cbdmt.com](http://www.cbdmt.com)

# CBDMT® - MARKET AND BUSINESS INTELLIGENCE

**CBDMT links the innovation to the market by providing solutions to better characterize:**

**The Market Uncertainty**

How large is the potential market?

**The Technological Uncertainty**

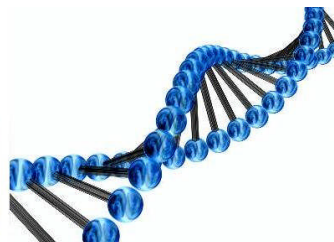
Will the new technology or innovation really make ours or others obsolete?

**The Competitive Volatility**

What products will we compete with?  
Who will be the new competition in the future?  
What competitive tactics will be needed?

**CBDMT® assists companies in:**

- Business Development
- Market Analysis—Survey
- Market Scouting
- Intelligence Marketing Strategy
- Interim Management

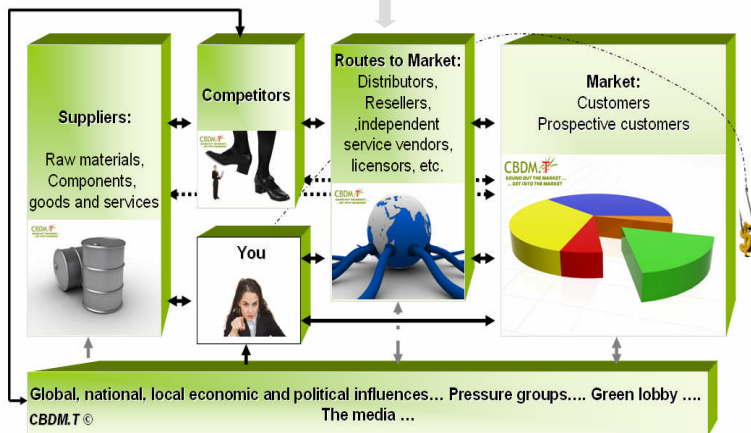


**Markets:**

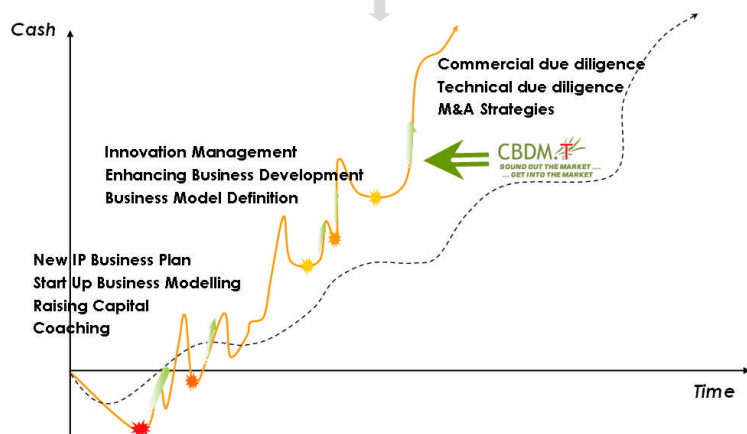
- Biotechnology
- Pharmaceutical
- Chemical Industry
- Cosmetics
- LifeScience



**CBDMT®  
Business Mapping**



**CBDMT®  
Business Lifecycle contribution**





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