

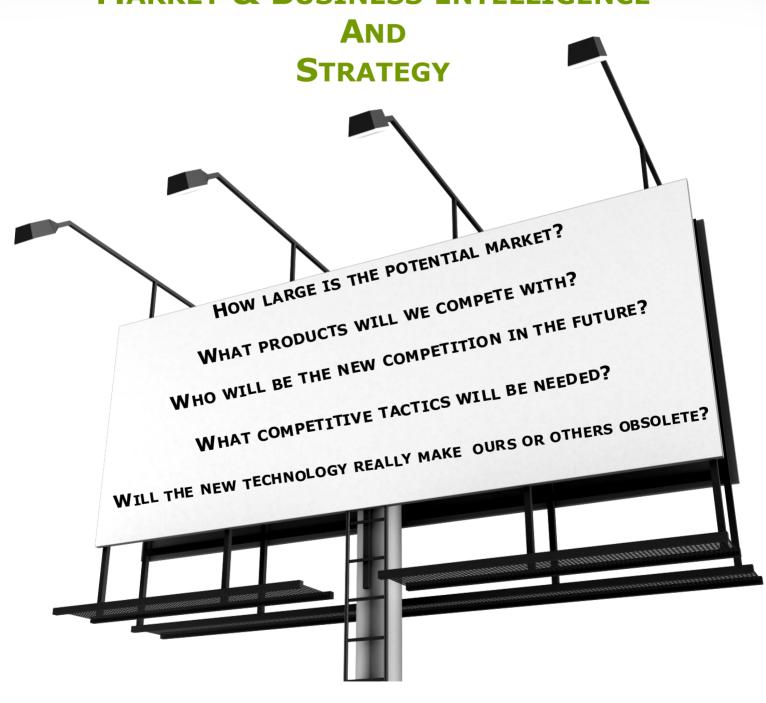


SOUND OUT THE MARKET
... GET INTO THE MARKET





MARKET & BUSINESS INTELLIGENCE





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** Routes to Market: Distributors. Market: Resellers, Customers Suppliers: ,independent Prospective customers service vendors, Raw materials licensors, etc. Components, goods and services Global, national, local economic and political influences... Pressure groups.... Green lobby ... CBDM.T ©

Innovation Management Enhancing Business Development Business Model Definition New IP Business Modelling Raising Capital Coaching Time

CBDMT®





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