

The Credibility Slide

12 years, with profit ca. 900 projects

>100 different clients in EU, US, Japan and Sweden.

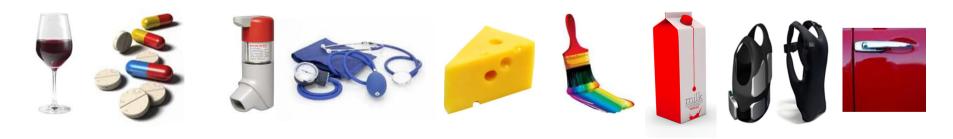


FROM PHARMA AND SHAMPOO TO SOLAR CELLS AND DIGITAL PENS

The Credibility Slide

12 years, with profit ca. 900 projects >100 *different* clients in EU, US, Japan and Sweden.

"CR has brought great insights and value to real world problems in our product development cycle. They have a great balance of being focused on the end product and also bring best in class scientific thinking and approaches" *Eric S. Johnson, P&G Beauty*



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What you need to do to reduce the barriers is to understand them,

and what you need to do to understand is to ask questions.

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and what you need to do to understand is to ask questions.

Prepare yourselves to do all you can to understand before you try to get understood.

IPR?
Non-disclosure?
Cost?

ROI
Reproducibility?
How does it fit
to other studies?

Am I stepping on toes here?

Will I understand?

··· be able to explain to my boss?

...get funding and trust?

···get a second chance?



How is the new findings going to be internalized, implemented?

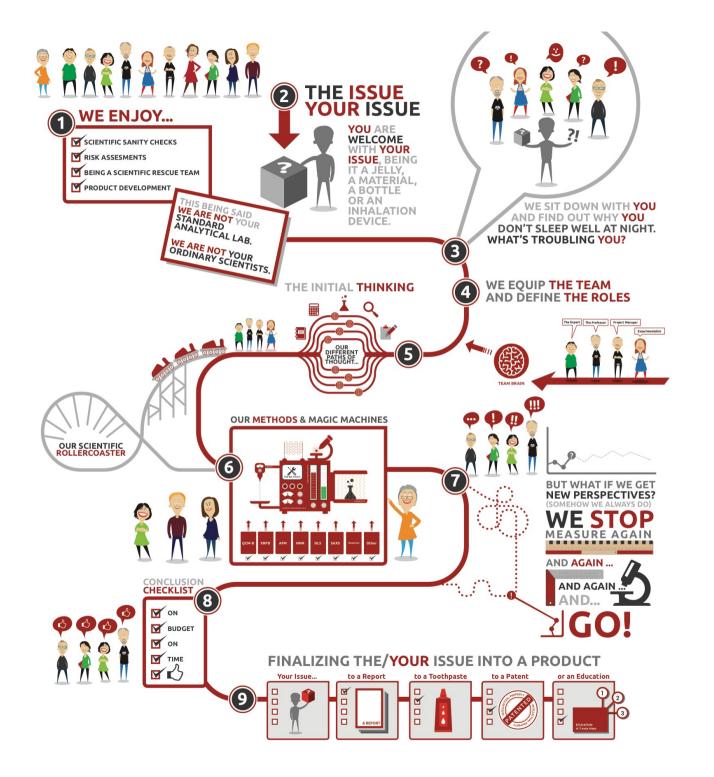
- 1. What do we see?
- 2. What does it mean?





Why don't you sleep at night?









Quality by Understanding

ingredients, processes, products the industrial client

