

Our Mission



- To make available new and authentic technologies along with high profile innovations for companies in fast growing market segments.
- To empower clients to manage these technologies and innovations over time at a sustainable profit in international markets.
- To create and optimise shareholder, employee and customer value.
- To demonstrate the value added through innovation as well as through international and cross functional exchanges.

Business Portfolio

- Technology Screening and Evaluation.
- Competitive Strategies and Technology Advancement.
- Technology and Competence Sourcing.
- Technology Deployment and Strategy Implementation.
- Empowerment Coaching in Strategic Management of new Technologies and Innovations.
- Empowerment Workshops and Seminars.



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Your Strategic Partner in Technology Management



Companies

The Challenge of Innovation to Business



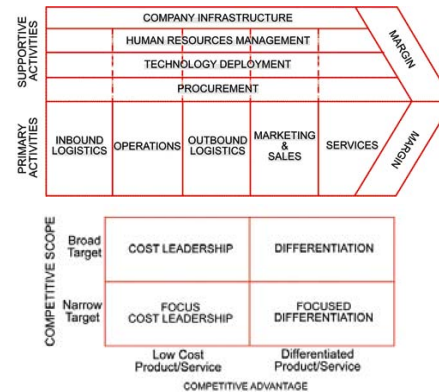
The single most important source of economic growth for companies is technology development and its strategic deployment as well as the impact these strategies have on different market segments.

However, technology management is a complex process and therefore, there exists a current and emerging need:

- To build sustainable competitive advantages around new technologies and high-profile innovations.
- To develop and implement generic technology strategies in the same manner as financial-, marketing- and operational strategies.
- To integrate technology strategies in line with demands from the environment, customers, suppliers and other relevant service providers to the company.

Our Solution

Our technology will guide you effectively through the dynamic processes of technology evaluation, planning, sourcing, competence development and fit & finish phases. In addition, we will assist you in commercialisation innovations in international markets.



Porter, M.E., (1985)

Based on applied business research we developed a unique methodology for transforming research to industrialisation processes in strategic capabilities.

Our methodology is the result of ten (10) years empirical research and is based on the theory and practice of competitive strategy / advantage as proposed by Michel E. Porter. Furthermore it has been successfully implemented over the past years in international markets and proved its efficiency in creating superior value.

Your Value



Our methodology proofed the value adding of innovation, internationalism and cross functional exchanges. Furthermore it creates significant value over the value domains of a business (employee, shareholder and client) with a strong focus on:

- Engagement.
- Satisfaction.
- Lifetime profit flows.
- Annual growth rate.
- Profitability.

In addition, it enables managers to take new innovations faster to market, to communicate effectively to different market segments, to increase return on investment - and all of this within the framework of the financial and human resources available to the company.