

## 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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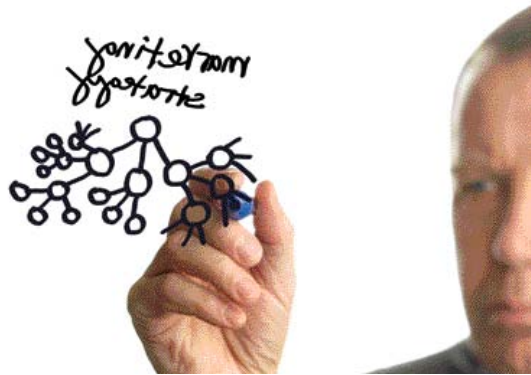
## Your Strategic Partner in Technology Management



Technical Entrepreneurs

# The Challenge of Innovation to Business

Taking innovations to market is a critical step in creating new economic opportunities and there is nothing more powerful than the passion and vision of an inventor regarding a new technology and/or invention.

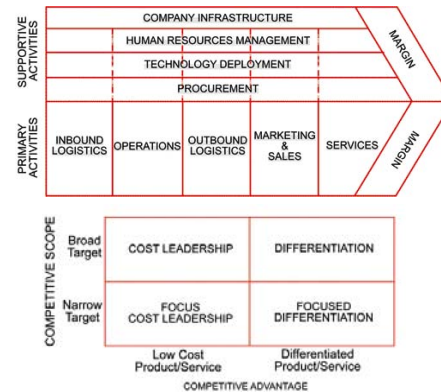


However, passion and vision are just not enough to influence decision making processes of capital markets; and taking an innovation to market is by far more challenging and much more complicated than the creation of the innovation itself.

In addition, statistics report that 85% of high profile inventions never surpass the business plan phase.

# Our Solution

Based on applied business research we developed a unique methodology for transforming research to industrialisation processes in strategic capabilities. These capabilities will empower technical entrepreneurs in deploying innovations in international markets to their advantage.



Porter, M.E., (1985)

Our methodology is the result of ten (10) years empirical research and based on the theory and practice of competitive strategy / advantage as proposed by Michel E. Porter. The methodology has been successfully implemented over the past years in international markets and proofed 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 technical Entrepreneurs to take new innovations faster to market, to communicate effectively to different market segments and to increase return on investment.