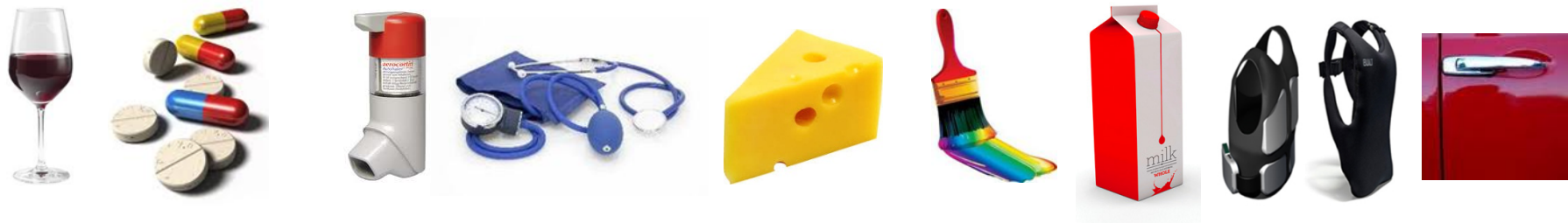Key barriers
for industrial use
of
academic resources

The Credibility Slide

12 years, with profit

ca. 900 projects

>100 *different* clients in EU, US, Japan and Sweden.
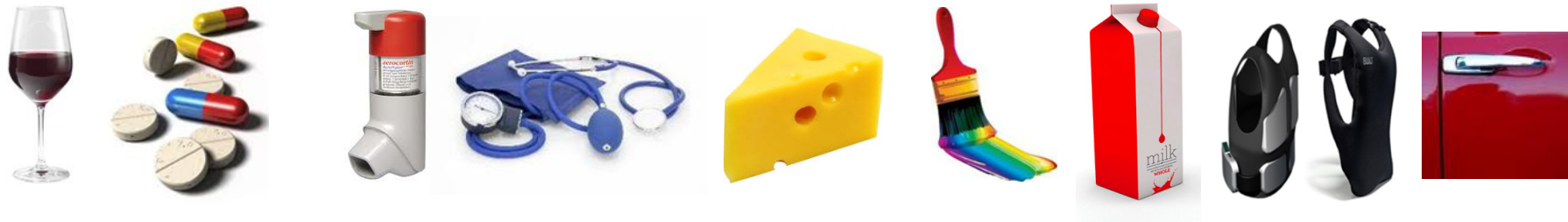
**FROM PHARMA AND SHAMPOO
TO SOLAR CELLS AND DIGITAL PENS**

:CR:

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

**FROM PHARMA AND SHAMPOO
TO SOLAR CELLS AND DIGITAL PENS**

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.

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.

**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?
3. What does it mean *to them*?

Why don't you sleep at night?

1 WE ENJOY...

- ☑ SCIENTIFIC SANITY CHECKS
- ☑ RISK ASSESMENTS
- ☑ BEING A SCIENTIFIC RESCUE TEAM
- ☑ PRODUCT DEVELOPMENT

THIS BEING SAID **WE ARE NOT** YOUR STANDARD ANALYTICAL LAB. **WE ARE NOT** YOUR ORDINARY SCIENTISTS.

2 THE ISSUE YOUR ISSUE

YOU ARE WELCOME WITH **YOUR ISSUE**, BEING IT A JELLY, A MATERIAL, A BOTTLE OR AN INHALATION DEVICE.
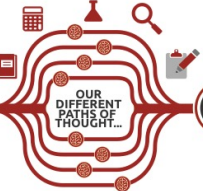
3

WE SIT DOWN WITH **YOU** AND FIND OUT WHY **YOU** DON'T SLEEP WELL AT NIGHT. WHAT'S TROUBLING **YOU**?
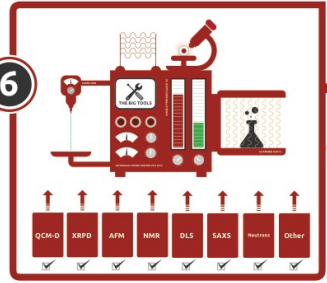
4 WE EQUIP THE TEAM AND DEFINE THE ROLES

The Expert | The Professor | Project Manager | Experimentalist

TEAM BRAIN

5 THE INITIAL THINKING

OUR DIFFERENT PATHS OF THOUGHT...

OUR SCIENTIFIC ROLLERCOASTER

6 OUR METHODS & MAGIC MACHINES

THE BIG TOOLS

QCM-D | XRPD | AFM | NMR | DLS | SAXS | Neutrons | Other

7

BUT WHAT IF WE GET NEW PERSPECTIVES? (SOMEHOW WE ALWAYS DO) **WE STOP** MEASURE AGAIN

AND **AGAIN** ...

AND AGAIN ...

AND...

GO!

8 CONCLUSION CHECKLIST

- ☑ ON
- ☑ BUDGET
- ☑ ON
- ☑ TIME
- ☑ 👍

9 FINALIZING THE/YOUR ISSUE INTO A PRODUCT

Your Issue... | to a Report | to a Toothpaste | to a Patent | or an Education

A REPORT

PATENTED

EDUCATION in 3 easy steps

Quality
by
Understanding

ingredients, processes, products

the industrial client

R: ADDING VALUE THROUGH SCIENCE

Laboratory

NOT YOUR ORDINARY SCIENTISTS