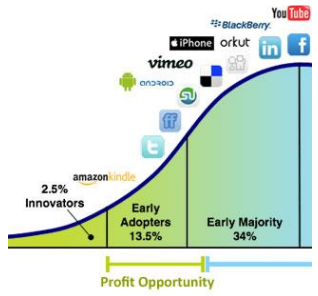


Market Development Process / Support

Sectors: Specialized Manufacturing , Sustainable Building

INNOVATION CURVE



TIME

Market Analysis

- Demographics / Fit
- Enabling conditions
 - Buying culture
 - Adoption profile
- Strategy Development

Services
Advisory

Demand Generation

- CRM set-up
- Telephone-based qualification
- High potential prospect nurturing program

Services
Demand Gen

EcoLabel / GreenBox

- **EcoLabel** – First complete sustainability measure
- **GreenBox** – sampling of 8-12 cutting-edge sustainable materials with specs
- Shared programs available

Services
EcoLabel life cycle analysis
GreenBox sampling