

Decision #1 – Are we a good fit?

01

You have a manufacturing process. We have a potential solution. Let's determine whether they're a good fit as quickly as we can. If either of our companies determine that we are not a good fit, we let the other company know.

Keys to a successful Discovery meeting:

- 🌀 You share the details of your process and what you were hoping we could do.
- 🌀 We share our ideas, including what we can do and what we can't do.
- 🌀 A signed non-disclosure agreement, if it helps promote open discussion.

Decision #2 – Does it make sense financially?

02

Does the cost of a solution match the size of the problem or the expected benefit? Let's make sure expectations are set before spending any more time.

Sometimes you may not know the magnitude of the issue and we will have to work together to see if our solution makes sense. Often that includes us providing equipment and data analysis to determine whether there is something we can help with.

You determine whether our solution meets your requirements for a Return on Investment (ROI).

Keys to a successful financial decision:

- 🌀 We share the expected cost of a project.
- 🌀 We share tools to calculate expected ROI.
- 🌀 You gather cost information required to calculate an ROI.

Decision #3 – How Can we Minimize Our Risk?

03

If we mutually determine that we are a good fit, and we both believe it makes financial sense, everybody needs to be comfortable that our solution will do what we said it would do. We offer some ways to make sure that we haven't overpromised. Those include:

- 🌀 Demonstration unit – Apply our solution to your process, collect your data and validate your results.
- 🌀 Data collection – We have data collection instruments and devices so you can measure process performance in real time.
- 🌀 Customer visit – Visit somebody currently using our equipment. We will set it up for you and we can join you or you can go on your own to understand their experience.
- 🌀 Performance guarantee – In some cases, we will offer a performance guarantee focused on what is most important to you, (i.e., defect reduction, solvent usage reduction, material usage reduction, etc.).