

Webinar

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FREE WEBINAR

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From Product to Profit: The Powerful Impact of Early-stage, User-based Research

Join us for a Webinar on Wednesday, July 30, 2014

Early-stage, user-based research can impact business development, RD&E and rapid market penetration, and this webinar will tell you how. The presentation will include:

1. Two magic numbers that can determine if your product will be profitable;
2. Early-stage, user-based market research: the how, when, why, and where;
3. Impact on business development, product profitability, and speed to market;
4. Case Studies
 - a. How a study on the back of a bingo card led to a five-fold increase in sales
 - b. How two questions moved a product from the back burner into a sales leader
 - c. The answer was "No," but it saved the client \$500,000

Presenter Barbara Foster just celebrated her 30th anniversary in this field. Between her work within industry leaders such as Zeiss, Cambridge/Reichert-Jung (now part of Leica) and Sarastro, and over 20 years in consulting, she has constructed strategy for and/or launched more than 100 products and seven companies. In addition to her business and product development experience, she is a master microscopist, with specialties in interferometry, microspectrophotometry, polarized light and fluorescence. She is a consulting editor to *American Laboratory* and frequent contributor to other key publications including *BioPhotonics*, *R&D* and *Microscopy Today*.

Foster runs the consulting firm The Microscopy & Imaging Place Inc., which specializes in early-stage, user-based market studies, as well as product and company launches. While their focus is on microscopy and spectroscopy, the expansion of imaging has taken them into far-flung fields ranging from microarrays and biotech to semiconductors and photonics.

MARK YOUR CALENDAR

Date: Wednesday, July 30, 2014
Time: 12:00 p.m. EDT - 1 p.m. EDT

Space is limited. Reserve your Webinar seat now at:
<https://www3.gotomeeting.com/register/552555798>

After registering you will receive a confirmation email containing information about joining the Webinar.

SYSTEM REQUIREMENTS

PC-based attendees
Required: Windows® 8, 7, Vista, XP or 2003 Server

Mac®-based attendees
Required: Mac OS® X 10.6 or newer

Mobile attendees
Required: iPhone®, iPad®, Android™ phone or Android tablet

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