



Daydream
B to B Market Access

Your Experts in B to B Markets Access

B to B市场进入的咨询专家

for Base Chemical – Specialty Chemical – Life Sciences – Biotechnology Food

Materials and Advanced Materials

Energy – Electronic & Electricity Industries

From Business Plan to Business

- **Who are we?**
 - Experts in B to B Markets access for 14 years
 - Your global partner for local results delivery
- **What do we offer?**
 - Supporting you from B to B marketing to NBD
 - Tailor-made assistance in your innovation cycle
 - Responsive and skilled team
 - D-Method
- **Why choose us?**

Who are we?

Experts in B to B Markets access for 16 years

拥有16年专业的B to B市场咨询经验



- We are the B to B Marketing, Coach and Sales partner for our Clients, concerning the entire life cycle of their products and technologies.
- Our value is displayed thanks to a complete service offer composed of 4 main pillars :
 - Market Assessment,
 - New Business Development
 - B to B Consulting and Coaching.
 - Innovation
- Our activities in Asian started from 2007, and now covering more than 15 Asian countries from our Shanghai office in China



Who are we?

Daydream has delivered more than 260 successful projects globally for more than 70 clients 为全球70多位客户完成超过260个项目



Who are we?

Daydream has accomplished more than 50 successful projects in Asia for over 15 clients 在亚洲为15多位客户完成超过40个项目



In Asia

“In 2015, more than 40 projects performed in the past 5 years, for more than 15 global and local clients, in more than 15 Asian countries and regions”



Legends

- Number of projects: 30-40
- Number of projects: 4-10
- Number of projects: 1-3

What do we offer

Supporting you from B to B marketing to NBD

为您提供从B to B市场调研到新业务拓展的全程支持



From Business Plan to Business



What do we offer?

Tailor-made assistance in your innovation cycle
为您的创新周期量身打造专业解决方案

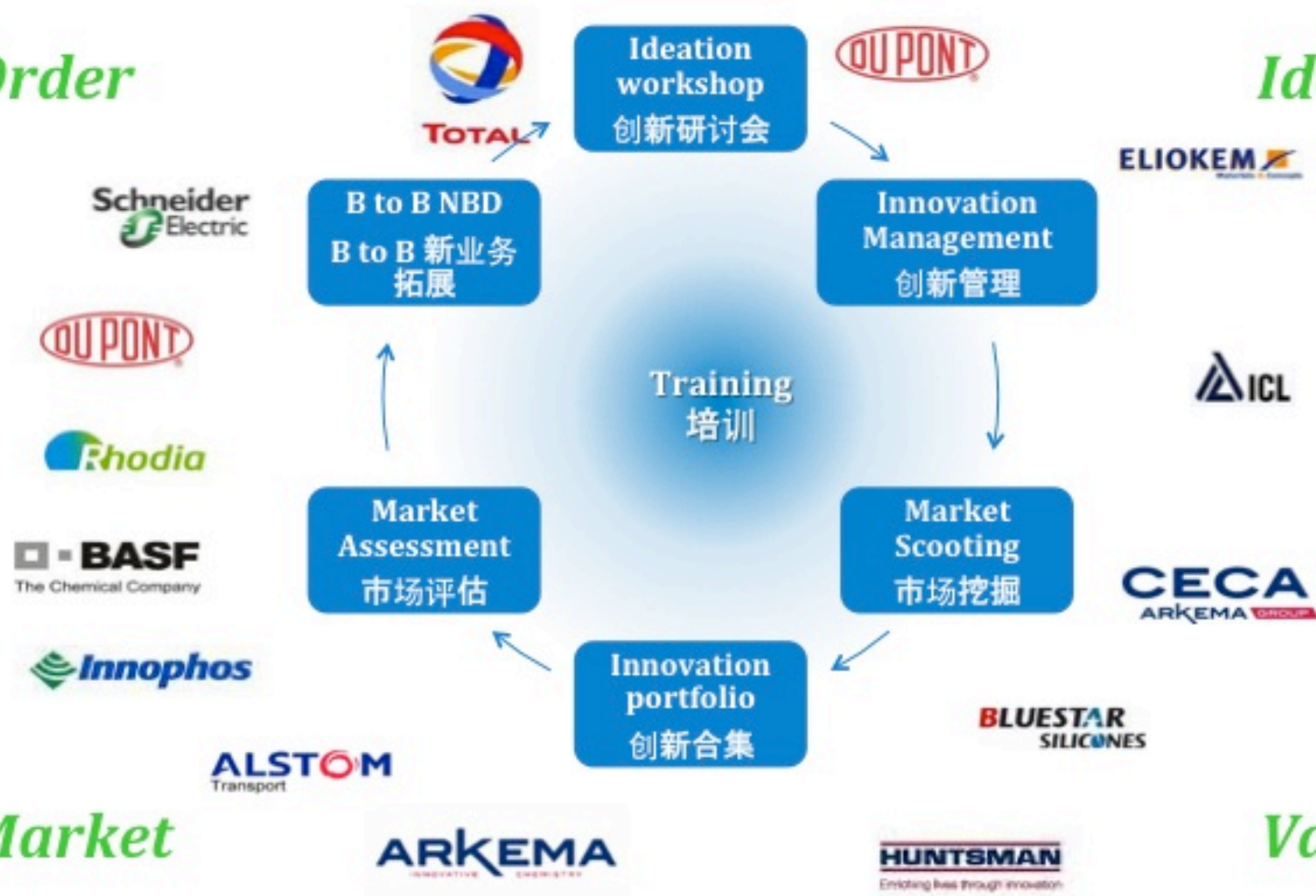


Order

Idea

Market

Value



What do we offer?

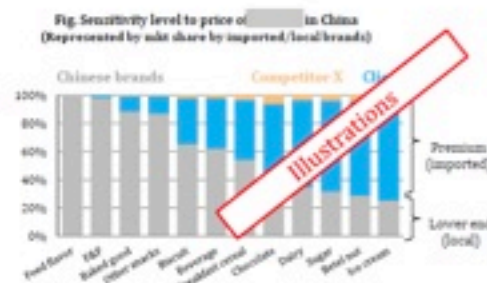
Our core offering: B to B Market assessment

我们的核心业务: B to B市场评估



- We back our clients upstream of the launching of their business thanks to **a pragmatic and quantified analysis of the markets potential**, be it: a product, process, or service innovation, a New application for an existing product or an innovation resulting of the demonstration of new geographical technological territories that were not perceived at the beginning.
- We work for large and medium companies in B to B industries with a **strong technology content**:

- *Speciality Chemicals,*
- *Base Chemicals,*
- *Foods ingredients,*
- *Cosmetics,*
- *Equipment,*
- *Raw Materials,*
- *Building & Construction,*
- *Energy,*
- *Biotechnology,*
- *Oil and Gas,*
- *Water Treatment,*
- *Life Sciences,*
- *Electronics...*



Daydream Asia has worked on the applications marked in green.

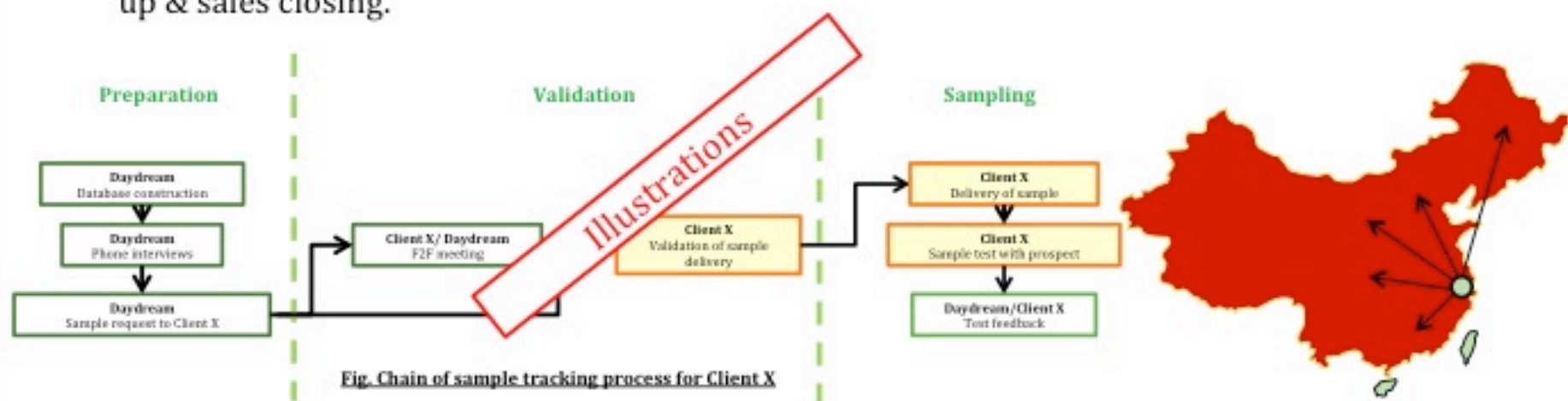
What do we offer?

Our core offering: New Business Development (NBD)

我们的核心业务: 新业务拓展



- Our **know-how enables us to initiate** B to B sales development on behalf of our customers in complex markets, while often being responsible for applications with a high technological value. What we call **New Business Development** is our real skill to initiate new sales opportunities pipeline, the ideal conditions for a more intense and diversified sales development on mature markets and new sales territories, more specifically in complex geographical zones.
- **New Business Development** includes: Companies and Contacts identification and prospecting prioritization, power map definition, in-field prospecting, Phone leads generation & qualification, Opportunity management, sampling trials management, follow-up & sales closing.



What do we offer?

Our core offering: B to B Consulting & Coaching

我们的核心业务: B to B 咨询与培训



- With more than 16 years of experience and an optimal accumulation of our know-how and methodology, we are able to support our customers in their issues concerning their optimization of marketing and sales efficiency and the analysis of their B to B Marketing, Sales and Channel to Market **strategy**.



Day 1: Manager Training	
Subject	Time
Introduction (2 hours)	08:00 - 10:00 AM
<ul style="list-style-type: none">Objectives and Agenda of the TrainingIntroduction of each participant and trainerThe role of the TrainingStructure of ... re-organization	
Why this Training? (2 hours)	10:00 AM - 12:00 PM
<ul style="list-style-type: none">SW Introduction and Results analysis overviewStructure of the SWWhy this is an issueWhy this issue is changeWhy we need attention on how to succeedHow we measure and what not to be on boardReverse the Training - a comprehensive tool that will track the change activities in the SW of the SW	
Business Practices (2.5 hours)	12:00 PM - 1:30 PM
<ul style="list-style-type: none">Presentation of the Collaborative Web Platform "Decision Lab" and the ...	1:30 PM - 1:45 PM

Day 2: Manager Training	
Subject	Time
Business Practices (2.5 hours)	08:00 - 10:00 AM
<ul style="list-style-type: none">Role and importance of the Managers for ...Structure of ...Structure of ...	
Business Practices (2.5 hours)	10:00 AM - 11:30 AM
<ul style="list-style-type: none">SW analysis based on ...SW analysis based on ...The Best Practices to implement and work on with the Non-Managers Training	
Presentation of the Non-Managers Training Agenda (2 hours)	11:30 AM - 12:00 PM
<ul style="list-style-type: none">Explain how the Non-Managers will be trained and collect all the suggestions and related inputs from the Managers to the trainersExplain what the expected roles of the Managers to/and after the training program are	

Illustrations

What do we offer?

D-Method: Precision, Rigor, Reality and Quality

独特的D-method: 精准, 实际, 优质



Tasks 任务

- | | | | |
|---|--|---|---|
| <ul style="list-style-type: none">✓ Knowledge exchange✓ Training✓ Objectives validation✓ Issue tree analysis | <ul style="list-style-type: none">✓ Market research (Existing marketing reports, academic publications, patents, company website etc.)✓ Companies & Contacts identification✓ Tools preparation | <ul style="list-style-type: none">✓ Interviews (Cold call, Face to Face meeting, emailing ...)✓ Detail report generation✓ Lead generation✓ Trials & Samples management✓ Market analysis and Synthesis | <ul style="list-style-type: none">✓ Executive summary✓ Business Plan✓ Data transfer |
|---|--|---|---|

Deliverables 为您提供

- | | | | |
|--|---|--|--|
| <ul style="list-style-type: none">✓ Issue Tree✓ KO report | <ul style="list-style-type: none">✓ Market understanding✓ Databases consisting of related (local) leading players on the value chain✓ Questionnaire✓ Sales & Marketing tools | <ul style="list-style-type: none">✓ Interviews report✓ Updated databases✓ Opportunities pipeline✓ Market evaluation & synthesis (micro and macro-view)✓ SWOT, Porter 6, Trends, AA matrix✓ Actions plan and recommendations✓ Business Plan | <ul style="list-style-type: none">✓ Executive summary✓ CD |
|--|---|--|--|

Why choose us?

为何选择德劲？

Our characteristics 我们的特色



- **Our characteristics 我们的特色**

- Full set of B to B Market Access Offerings 提供整套B to B市场准入解决方案
- Integration between Marketing, New Business Development and Sales
市场调研, 新业务发展和销售的有机结合
- Tailor made services which stick to clients' needs and objectives with interactive communication with client team 切合客户需求, 持续与客户沟通的专业化定制服务
- High concentration (more than 80% of the projects) in B to B Marketing consulting and New Business Development Service for Chemical, Biotechnologies and Life Sciences Companies 专注于为化学、生物科技及生命科学类公司提供市场及新业务发展支持(80%以上项目涉及上述领域)
- Full time dedicated team consisting of consultants with both technical and marketing backgrounds
全职尽责的专业团队—同时拥有理工科专业知识背景和市场销售经验
- Clear and tangible Results based on traceable secondary and primary information
基于可追溯性的信息得到清晰切实的结果
- Reliable Methodology 可靠的方法论
- Global and Local Presence in Asia 全球化及在亚洲的本土化
- Market Knowledge Capitalization 市场知识资本化
- Extensive Experience (16+ years in the world and 5+ years in Asia)
广泛而多样的经验(在全球超过16年, 亚洲超过5年)

- **Our value 我们的价值**

- Assess unknown markets 对未知市场的准确评估
- Reduce exploration time and risks 帮助减少市场开发时间和降低风险
- Give an external and objective Market, Products and Technology utilization and dimension Point of View
对市场、产品和技术效用提供来自外部的客观观点
- Create sales & marketing tools and set-up the sales in B to B field
在B to B领域创造市场营销与销售工具并有效配置销售力量
- Launch opportunities and sales 发现机会, 提高销售额
- Improve your internal team utilization 提高您内部团队的效用
- Make a full mapping by integrate your internal acknowledge with external ones
将您的内部知识与外部收集的知识有机结合并总结
- Check the sustainability of your raw material supply 核实您上游原材料的可靠性
- Advice your allocation of resources by ranking the priority of target products/regions/end-use segments etc.
通过对不同的产品、区域、终端应用的优先级排序, 给您内部资源配置提供建议

Next steps and many thanks! 谢谢!



EUROPE
DAYDREAM GMBH

2000



USA
DYNOVEL

2007



ASIA
DBCS LTD

2010



Cologne

*Your contact in Europe:
jean-pierre.molitor@daydream.eu*



Philadelphia

*Your contact in North America
Stephanie.lorini@dynovel.com*



Shanghai

*Your contact in Asia
yusi.chen@daydream.eu*