Daydream
B to B Market Access

Chinaplas®
国际橡塑展

Daydream Introduction 2017

From Research to Turnover

Since 2000, Daydream has performed projects across a vast range of polymers and value chains (polymer producers, compounders, converters & end-users) for leading chemical companies.

PU PVC LCP PET
Automotive ABS Machinery
Antioxidant E&E PEEK Appliance Packaging
PVFF Flame-retardant
Construction PLA PA 6/6 Bio-based PA
Impact modifiers PA11 PA12 Agriculture
Plasticizer TPE TPU SAN

90% of Daydream's consultants have masters /doctorate degree in science and engineering

100% of Daydream's conclusions are based on traceable information & validated assumptions.

100% of your objectives met thanks to our systematic and proven methodology for project management

80% of Daydream's clients are within the Chemical (incl. Bio-), Life Sciences and Materials Industry.

B to B Market Strategy to NBD

People and Tools

No matter if you are a sales head, marketing director, strategic development director or a general manager of a product portfolio, Daydream will provide you tailor-made consulting services, meeting 100% of your specific needs.

Business

Market & Business Strategy	+	NBD (New Business Development)
✓ Market understanding ✓ Value proposition definition ✓ Technical requirement definition ✓ Market Size and Trends ✓ Channel to market definition ✓ Business Plan and Business Strategy Creation		✓ Product Launch ✓ Leads Qualifications ✓ Cold Prospecting ✓ Validation of value proposition ✓ Pipeline Creation ✓ Trials & Samples

Operations

People Development	✓ People Training & Coaching on Market Strategy Creation and NBD ✓ Ideation and Differentiation Workshop ✓ Best Practice Implementation
Method & Tools	✓ D-Method Tools Implementation (AA Matrix,…) ✓ Anaplan APPS for Market Strategy, Pipeline and R&D projects portfolio management

anaplan

Working for over 80 global players for more than 17 years

Your contacts in Europe
jean-pierre.molitor@daydream.eu
nicolas.messin@daydream.eu

Europe
Daydream GmbH
Kaiser Wilhelm Ring, 13
50672 Cologne – Germany

Your contact in America
stephanie.lorini@dynovel.com

North America
Dynovel Inc.
33 Rock Hill Road
Bala Cynwyd,
PA 19004, USA

Your contact in Asia
yusi.chen@daydream.eu

Asia
Daydream Business Consulting (Shanghai) Ltd.
Mansion 2, Kerry Everbright City, 218, Tianmu West Road,
Jing'an, Shanghai, 200.070, China