

MASTERING

Comm.V.

MANagement Services
in
TEchnology,
Research
and
INformation Gathering

YOU AND YOUR COMPANY

You have a concern ?

Your company is successful, but you are handling almost exclusively urgent and current business items. You do neither spend time for increasing the efficiency of what you are doing today, neither to be sufficiently prepared to tackle future opportunities and threats.

You feel you should do some research and development of processes and products, though you can not justify the high costs involved. Your staff is fully occupied and moreover, engaging new personnel for research and development on a full time basis, is not possible.

You are convinced safeguarding and archiving of your company's know-how should be improved. You feel a lack of scientific intelligence. So, you want to be aware off the state of the art of technology and developments in your business area by literature and patent information and through gatekeeping available expertise, relevant congresses, symposia and the like.

You know your production and business processes should be reengineered, debottlenecked or innovated. However, doing this would hamper the continuation of current business activities.

You work under critical conditions, not for financial reasons, but mainly because of concerns related to production, processing, product definition or research and development.

Your problem can be solved !

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What is MASTERING ?

MASTERING is a supporting company that helps you:

- when you have to take important decisions
- during the realisation phase of your projects.

Since **MASTERING** is not just giving advise but also is engaged during the preparation and realisation of a project, it cannot be identified as being a traditional consulting company that often leaves the field shortly after giving advise.

Who can rely on MASTERING ?

MASTERING services any business area as long as the support to be given has technological and scientific aspects. Recommendations to be given should be in relation to 'how'-questions rather than 'what'-questions. Preferred support is for business processes and for concerns where a critical situational analysis and a targeted problem solving attitude are of main importance.

However, **MASTERING** can assist the food sector, more specifically edible oils and fats companies, also in the 'what'-area, e.g. by participation in projects on the optimisation of production processes and product formulations.

What are the activities of MASTERING ?

'MASTERING' is an acronym for Management Services in Technology, Research and Information Gathering.

- Management Services: Consultancy and support for a better operation of your company, especially for management of business aspects like production optimisation, innovation, scientific intelligence, product and process development. By doing this, **MASTERING** will help you to realise your projects more efficiently and more successfully.
- Technology: Not all aspects of business administration are within the scope of the services offered. **MASTERING** limits itself to projects with important technological and/or scientific characteristics. For related areas like quality improvement, pollution control and waste reduction, interfacing with more appropriate organisations will be suggested.
- Research: This belongs to the core competence of **MASTERING**. Excellent services and support are available: project identification, feasibility study and planning, time scheduling, activities implementation and staff coaching, progress reporting, efficiency improvement, optimisation and innovation. Research can bring along important risks. **MASTERING** will help you to minimise these risks by sharing its expertise with your company's staff and by giving advice and support related to e.g. funding and outsourcing.
- Information Gathering: As well continuously as on an ad hoc basis, **MASTERING** offers you services for management of scientific intelligence, for better reporting and communication, for literature and patent gatekeeping and for market awareness.

What **MASTERING** could do for you: some examples

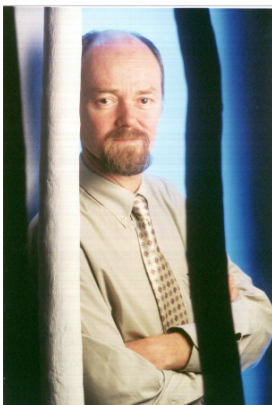
- Interim management of your research and development activities even if they are not present as a separate, well-defined entity.
- Complete or shared assistance for all your activities having a scientific/technological aspect, even for projects **MASTERING** was not dealing with from the early beginning.
- Advise, support or complete co-ordination of your projects with external funding potential: feasibility study and project definition, preparation and follow up of the complete funding dossier, team coaching, internal and external reporting, communication with funding authorities.
- Identification and resolving of bottlenecks in your production processes.
- Optimisation of reporting and communication processes in your company.
- Patent and literature study, alert service on new business developments and trends and on opportunities and threats for future activities.
- Participation on congresses and symposia on behalf of your company; providing information on the organisation, programs and data given during such events.
- Linking of the **MASTERING** -network to others according to your request and needs.
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How does MASTERING operate ?

- **MASTERING** operates independently. It cannot act as an employee. You can rely on its services after an agreement has been signed, case by case. The contents of the contract, the period for which it is valid and the payment conditions of services offered, will be defined for each individual project.
- **MASTERING** will only do projects which have been requested, which are supported or which are under control of the executive officers or high level management of your company. Servicing encompasses participation and commitment of your own staff.
- **MASTERING** can invest much more in an project than the efforts you could or would invest yourself alone. This means your company should always guarantee a minimum active participation. However, this effort can be limited seriously. n personeel in te zetten.
- **MASTERING** is willing to make its payment dependent on the results obtained. Preferred remuneration is on a daily effort basis, but a lump sum agreement can be made for projects to be completed before a due date.
- **MASTERING** will not accept responsibility for any harm or loss which cabn be supposed to be the result of non-professional or erroneous use of its services and activities.
- **MASTERING** will guarantee, on your request, confidentiality concerning business related information you consider to be kept secret. However, this does not mean that the existence of a contract with your company should be kept secret for other (potential) customers/partners.

MASTERING is an initiative of Ir. Pieter J.A. Maes. He has many years of experience in food industry, starting as a researcher in the area of edible oils and fats and later as a manager in a research and development environment. He is (co-)inventor of many patents and participated in innovation projects and strategic studies. Pieter Maes is integrated in an extended network through multiple relations with universities, educational institutes and contacts with industry, both in Belgium and abroad. His core competence and expertise is in project planning and coaching, scientific intelligence and knowledge communication.

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