Key scientists require key technologies or is this vice versa? Author: Miles Rackliff, Director, mycustomerandme.com

Abstract.

No scientists or technologies were harmed in the writing of this poster which is unashamedly commercial in nature. No laboratory work was undertaken and the only controlled condition was the thermostat in the home office of the author. To be honest I'm just pleased that we can safely resume face to face meetings and events once again. So on a serious note thankyou to the wonderful Covid-19 vaccine scientists and all of the other hard working testing services to support us these last 18 months or so. Thankyou all xxx.





Connecting key technologies with key scientists via sales, marketing and recruitment. Help when and where you need it most.

Data and discussion.

None available, just my own opinion which is reliably unreliably my own. If you have a great lab technology that solves a real lab problem that needs to be solved then you have a great product. If you work in a lab and have a real problem that needs to be solved by a lab technology you have a need.

Conclusion and answer to the title of the poster. Both Just visit www.mycustomerandme.com or come to our stand IZ05 or message me on +44 (0) 7557 444224. <u>contact@mycustomerandme.com</u> If nothing else you might win a Giant 4.5kg Toblerone.





• Lab + Problem + Need = A technology that solves problem and addresses need. • Technology that doesn't solve problem or address need = Expensive coffee table. Need your problem solving and need fulfilling, lab technology to reach the lab that has that problem which requires solving and the need or needs that go with it? Call me. Need to find a new lab technology to solve a problem and fulfil a need then also give me a shout as I might be able to point you in the right direction. Have I complicated it enough?



