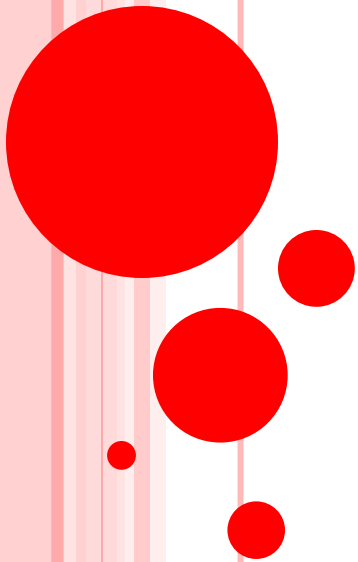
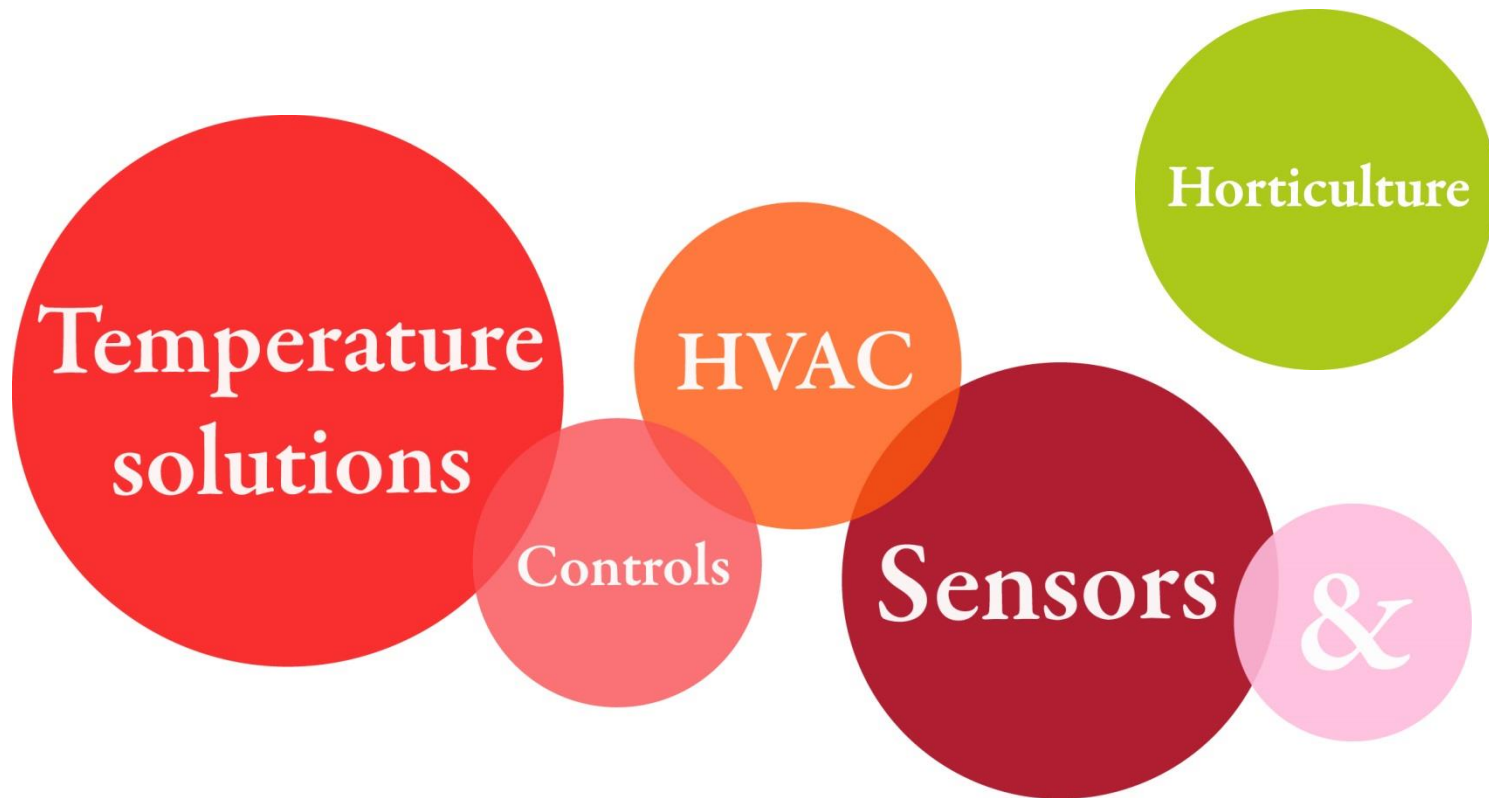




## INFORMATION STRATEGY FOR SUSTAINABLE DEVELOPMENT





Every smart process starts with a sensor

## ASSESSING THE MARKET

- *Efficient market:*

- All relevant information is accessible.
- No need to spend effort and resources
- *Passive management* will suffice

(no one holds a competitive advantage)

This is not the case → Ergo: *Active management*

## FAUST'S STRIVING FOR KNOWLEDGE?

- There is a lot of information, but key is to get hold of the *relevant information*
- Academic research and business are *not* always *aligned*. Synchronizing these, could lead to huge opportunities. (3D printer)
  - proves to be a difficult task
- We have to be *equipped* to access and assess all relevant information

## SO WHAT DO WE DO?

- *Standard things:*
  - Study journals
  - Keep an eye on the market
  - Study the lucky and unlucky investors (there is as much to be learned from failure as from success)
  - Conduct own research
  - Etc.

## SO WHAT DO WE DO?

- *Integration of the supply chain* to create a strategic advantage →
  - We invest in our relationships with our suppliers
  - We invest in our relationships with our clients(financial, physical or relationship-based resources)

*Trust and information sharing* are vital to create a strategic advantage

We strive for successful *relational exchanges*

## SO WHAT DO WE DO?

- Improve diversification by *investing internationally*
  - Looking to enter markets that will supplement the home market.



## SO WHAT DO WE DO?

- Invest in Human resources → We employ people from diverse backgrounds.

It allows us to understand and extract information from various disciplines.



## THANK YOU

- Markets have no memories. Today's success is no guarantee for tomorrow.
- Structuring information effectively is the challenge of the future.