



# The High-Tech CTO's Information Service

# Problem



35-45% of new high-tech product launches fail.



CTOs / R&D departments lack objective data for sound decisions.

What R&D direction do we prioritize?

Which projects are on track?

Price & cost targets?

# Solution

Information service based on ML-supported processing of public technology information



Prioritize commercially  
valuable R&D pathways



Benchmark product KPIs



Estimate value creation by  
understanding other players

# Provide Granular Data to Support CTO Decisions

**Example:  
CTO Facing New Product**

**→ pursue launch?**

*“Where are we vs.  
Panasonic?”*



## b-science.net Provides External Data Points

Example: KPI vs. leading commercial players (data identified with ML)

	Li-ion battery solid electrolyte	Ion conductivity (mS/cm)
<b>Panasonic</b>	Nb-containing oxohalides	8.4
<b>Samsung</b>	$\text{Li}_9\text{N}_2\text{Cl}_{1.5}\text{Br}_{1.5}$	3.2
<b>TDK</b>	Zr-based halides	2.6
<b>BASF</b>	$\text{Li}_{2.633}\text{Y}_{0.633}\text{Zr}_{0.367}\text{Cl}_5$	1.3

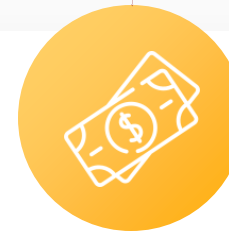
**→ CTO makes Go / No-go Decision**

# Provide Granular Data to Support CTO Decisions

## Further External Data Points to Assess Chance of Successful Launch



Flag key risk: e.g. safety,  
degradation, scale-up



Project competitor costs & value  
creation based on our  
[visual diagrams](#)



# Thanks for Your Interest!



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