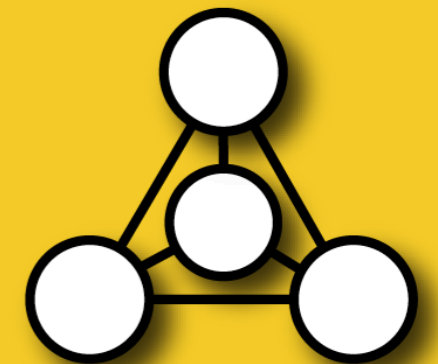


optimal launch

Justin Hayward
Director CIR
Strategy
justin@cantab.net
+44 1223 303500

Aims
Discover opportunities
Market research
Validation
Prioritise segments
Value for
Business case
Routes to customers
Marketing plan
Financials
Business plan
Leap!



CIR
Cambridge
Investment
Research