

# Press Release

## FOR IMMEDIATE RELEASE

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## Business analysts and venture capitalists miss out on important risks and opportunities

### Tailor-made strategic analysis is the solution

**Becker Consulting**, a Swedish corporation, offers a unique line of services to diminish these risks and promote sound business development. The company possesses top technical/scientific and trade policy competence.

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Investment banks are keen on presenting their investment prospects in the best possible light. The same goes for the prospects themselves. The purpose is obvious – to tempt investors to put money on new, exciting ideas.

This is psychology intended to boost expectations and value. But it may be dangerous, unless based on sound knowledge.

We still suffer the chocks of the collapse of the IT and High Tech bubble. It is time for reflection. To be quite honest... were really all the prospects fully analyzed? True, many investment banks and venture capitalists thoroughly did their standardized homework. They made calculations on size of potential markets, evaluated management skills etc.

But they often simply trusted inventors and technicians on the core business idea, the technology itself. Or did a rather scanty analysis. They missed out on potential trade policy complications. These matters are often rather neglected by analysts – they are very technical in nature and therefore complicated to deal with.

The result was that very large, too large amounts of money were invested in prospects that were not ready or had serious flaws. Investment banks, investors and producers were seduced onto a quagmire. Its hidden depths swallowed many of them.

**Becker Consulting** performs tailor-made analyses of business ideas within High Tech and electronic services.

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**Becker Consulting AB** is an independent consulting company for research, analyses and strategic counseling on science/technology, IT/IS and trade policy. The company undertakes complete analytical assignments, as well as strategic management and individual coaching services. It operates with a global perspective.

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