



GREy THEOREM

What?

Grey Theorem is an independent market research, economics, and life sciences advisory firm. Built from the logic that every system has knowns, partial knowns, and complete unknowns; projects utilize exploratory intake, results testing, and descriptive conclusions.

Who?

Owned and operated by Josef Grey, accomplished inventor, economist, and scientist. Grey Theorem embodies the core values of Science, Discipline, and Integrity.

Where?

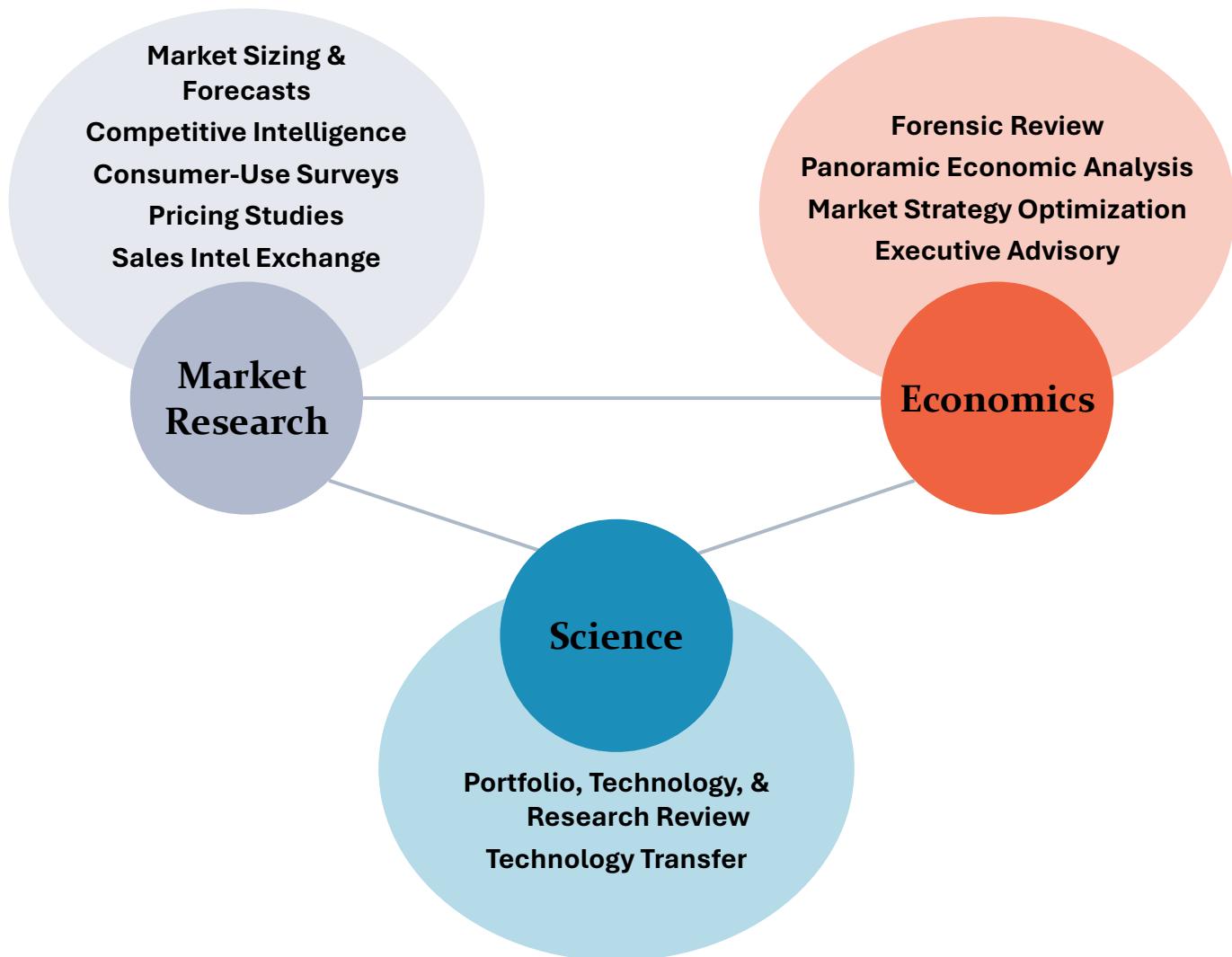
Grey Theorem works where markets work, globally. Registered in Delaware, based in Research Triangle Park, NC, USA.

Why?

Narratives and fraudulent data are harder than ever to pick out amidst geopolitical volatility and technological innovation. Guesses should be tested before used; elevate your business's strategy with data and logic.

How?

Find more at GreyTheorem.com or contact Advisory@GreyTheorem.com.



Market Research Services

Market Sizing & Forecasting

Market Sizing made-to-order for absolute relevancy. Forecasting is completed with advanced mathematics for unique sets of forecasts to guide your company through macro and micro economic frameworks.

Competitive Intelligence

Full-suite investigative style combining analog and digital methods for a comprehensive competitive intelligence. Be in-the-know, understand competing strategies, and counter the parts that matter. From hiring patterns, to profiles on organizational leaders, and more; find your competitive edge from your competitor's weaknesses.

Consumer-Use Surveys

Awareness & Usage, Competitive Business Assessments, Product-Market Congruity, or a general pulse check on HCPs or consumers. Grey Theorem utilizes cross-industrial sorting and characterization models to provide in depth behaviours and trends.

Pricing Studies

Combat abstract pricing with a mixed-mode of Conjoint, Van Westendorp, and Gabor-Granger methodologies for a full perspective. Normalization strategies ensure strength in results, while customer classification provides sales and marketing teams core details in value proposition. Consumption-price studies grant further scale to market opportunity.

Sales Intelligence Exchange

Listening is an analytical skill; Grey Theorem interviews internal Sales teams, external primaries, verifies with secondary services, collates and delivers insights into consumer behaviors, ongoing and potential trends.

Economics Services

Panoramic Economic Analysis

Holistically view markets across the axes that matter. Measure each market not just by size, but by fit and opportunity.

Environmental
Physical
Psychological
Social
Political

Legal
Fiscal & Monetary
Business Opportunity
Science
Technology

Forensic Review

Financial reports are rarely transparent. Modern accounting methods allow for narrative over numbers, and executive statements reflect investor fantasy more than fact. Take Due Diligence to the next level, don't leave a rock unturned - combine analog investigative methods with digital sleuthing.

Executive Advisory

Stop looking to Almposters, get a helping human hand. Grey Theorem takes the time to understand the question, purpose and background knowledge completely to give a complete answer. Advisory services are confidential, tailored to the client, and available when problems or questions arise.

Market Strategy Optimization

Assess markets for optimal entry, growth, and leadership maintenance through holistic offerings; Population and economics models, consumer and HCP behavior studies, social trends, scenario-based forecasts for constantly-relevant performance framing in the environment as it changes.

Life Sciences Services

Portfolio, Technology & Research Review

Assess, verify, and develop client's internal assets. Enjoy absolute confidentiality, sole proprietorship, and see results when offering R&D a professional brainstorm.

Technology Transfer

Find the right partner or purchaser for novel technologies, processes, therapeutics, medical devices, and more. Let them know your full value with our in-house market sizing and competitive analysis.

Project Process

The **Consultation** phase is an informational meeting(s), where the project's purpose, capabilities, core stakeholders, considerations, and primary goals are discussed. Grey Theorem will submit a customized proposal, which may be iterated until client and contract sign-off.

The **Design** phase launches with general outlining of project methodology, key points of interest, and deliverable structure. Grey Theorem works in absolute cooperation with stakeholders across all departments to align on methodology and deliverables before the Field stage.

Consultation

Design

Deliverables

Field & Analysis

Deliverables will be based on what the client wants and can range from a high-level brief in PDF, a database in Excel, or a series of presentations to departmental teams. All insights are backed by an understanding guarantee – questions are encouraged. Some of the best answers lead to more questions, for those and more, Grey Theorem is there to help.

Grey Theorem takes client confidentiality and data ownership seriously, discretion is guaranteed.

Field is the data collection stage. Surveys are out for response, primary interviews ongoing, and secondary research is collated. Phase length is driven by survey geography and count or market size and transparency.

Analysis is the apex step; insight and model generation congruent to secondary data collection for clarification and verification. All analysis is done internally, where novel Grey Systems Theory-based logic and advanced multidimensional probability models are employed to provide guidance through primary scenarios.

Internal Technologies

Economic Enzyme Model

- Multi-dimensional probability theory in novel biochemical logic model for biologically relevant system of equations explaining economic behaviors.

Grey Vector Forecasting

- Defined and scaled variables for scenario-based framework forecast.
- Descriptive environments integrated with proprietary Economic Enzyme Model for high-fidelity long-term forecasting.

Core Values

Science

- Internally developing mathematics and economics research for expanding insights, offerings, and data-forward analyses.
- Data and evidence forward, results always verified.

Discipline

- Operates with full discretion and confidentiality to guarantee client privacy. All projects remain 100% confidential from consultation ad infinitum.

Integrity

- Independently owned and operated with no external or secondary affiliation, obligation, or debt.
- Default 12 Month Non-Compete; Grey Theorem will take on no project with a competitor or competing product within 12 months after the conclusion of a project.