

## COMPANY DESCRIPTION

Market Reader Pro<sup>TM</sup> is a global supplier of consumer insight market research that helps companies develop new products and services and builds/conducts market feasibility studies for them. Market Reader Pro<sup>TM</sup> is a creative consumer research company that thinks outside-the-box and successfully combines web research with in-home or in-office product testing.

Our target market is consumer goods manufacturers and brand managers in the apparel, cosmetics, entertainment, food and beverage, fragrance, and household products industries. Our clients are industry leaders in those consumer goods segments.

## OUR MISSION

Our mission is to be a business partner for companies conducting market and product research, whenever and wherever there is the potential to enhance business development opportunities. Further, we aim to deliver sound data which companies can use to evaluate the commercial potential of ideas, services, products, concepts, and ventures.

## OUR VISION

Our vision is to become the premiere “go-to” company for innovators interested in introducing new brands, concepts, and products into the marketplace.

## OUR PROMISE

On time, at budget, innovative, effective consumer insight market research that will allow you to make important business decisions with clarity and confidence. You will be delighted by our old-fashioned work ethic and amazed by our innovative technology and solutions to your business challenges.

## COMPANY PARTNERS

### Craig D.T. Dahlin

#### President

Craig has 20 years experience building, managing and directing complex engineering and software projects. He has developed an international set of online market research tools used for collecting consumer insight. Clients benefit from his understanding of the complexities of the Web which allows for effective, efficient data collection, timely evaluation, and communication.

### MoonEagle Arndt M.A.

#### Vice President, Consumer Insight Research

MoonEagle has many years of post-Masters experience in successful operations management, business development, program marketing, performance improvement, statistical process control, and administration. Additionally, her study results have been published in trade journals read by our target industries.

### Timm Dahlin

#### Vice President, Business Intelligence

Timm is an expert in business intelligence software solutions including SQL programming in OLAP, MDX, and database modeling/mining. He has developed cutting edge solutions for the company. He previously designed a database infrastructure for a Web site which was included in Yahoo's “50 Most Incredibly Useful Sites” and which attracted the attention of *Forbes* magazine.

