

150 years



## **BASF and Queen University's TEAM program**

After a fantastic experience with TEAM a few years ago, it was not a difficult decision to submit a project proposal again in 2015. Our new project was very different from the last one, which was very well structured and defined. The 2015 project was to explore a new energy efficiency technology from both a technical and market research perspective. We gave the team the information we had, told them the kind of information we were seeking to proceed forward, and essentially told them to behave like a start-up company for the duration of the project. It was a very unstructured task, and we were not sure how the students would respond.

With the help of fantastic internal and external advisors, the BASF TEAM exceeded our expectations. Not only did they help us to define the formulation space for the technology and define our target market through their research, but they also uncovered potential IP conflicts and freedom to operate issues. That discovery alone saved BASF a great deal of time and money. This occurred very late in the project, yet the team was still able to offer solid recommendations on a path forward. BASF is following these recommendations. All of this hard work was distilled into a final report and presentation that were highly professional, and very well received within our organization.

I am the TEAM program's biggest fan within BASF, and highly recommend it both inside and outside of our organization!

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Performance Materials