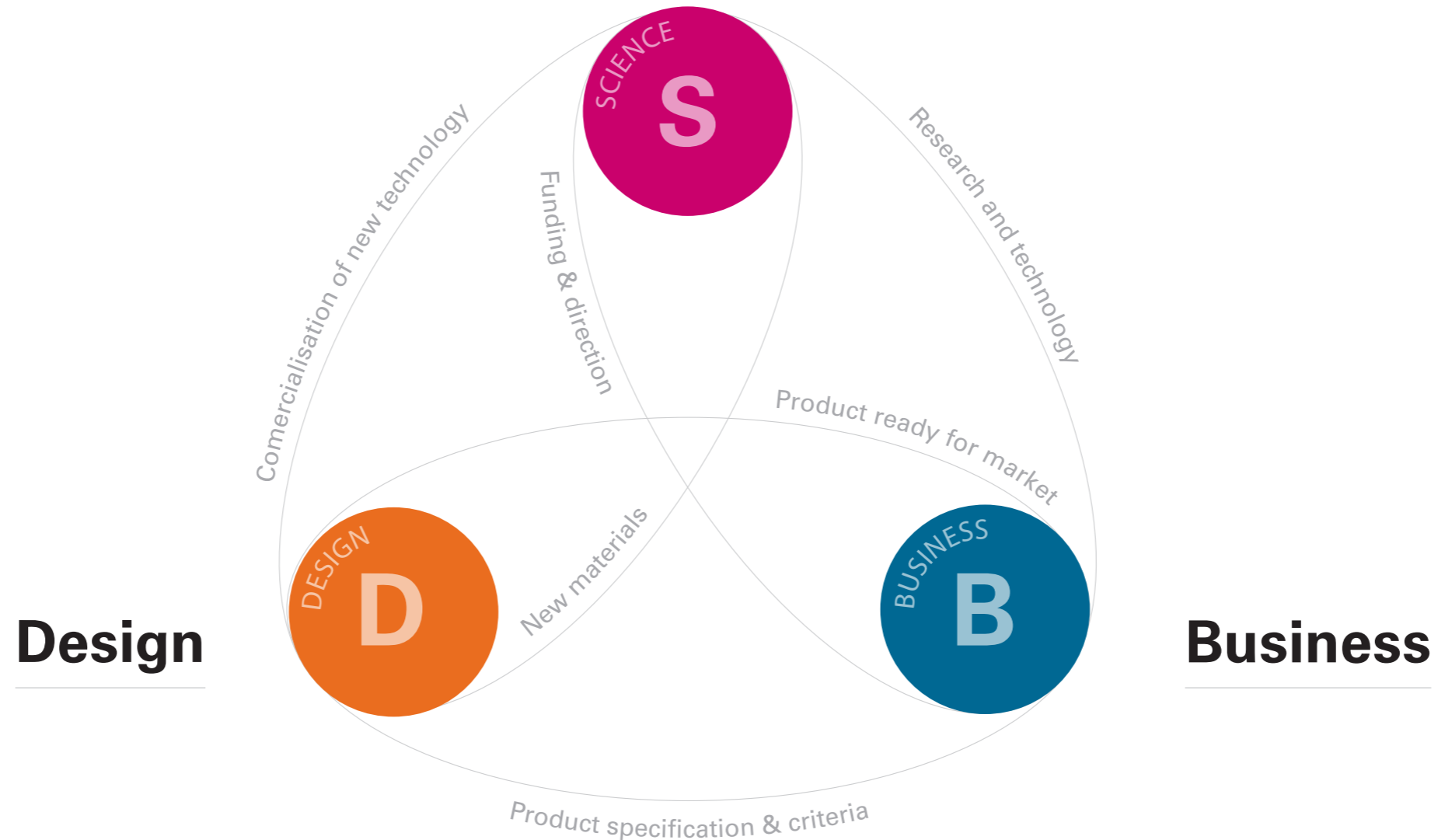


Science



The Design/Business/Science matrix.

We work with the intersection of science, business, and design and have the strong belief that these domains working together produce compelling results.

Science, business and design are very different areas, each having a special role to play in the development of sustainable products and services. Or for that matter any products and services.

The combination of these three important domains has the ability to generate significant lasting value for both industry and community alike.

Locus Research has built a unique, collaborative approach and extensive networks within the science community ensuring we are able to access leading specialists in a wide variety of areas.

- Design is defined as being the art of creating something as well as a process (to plan).
- Science is the systematic knowledge of the physical or material world gained through observation and experimentation (and use thereof).
- Business is defined as commercial activity with the goal of making a profit (perhaps not just in financial terms).