

Profacts is a research agency

"Marketing research is systematic problem analysis, model building and fact-finding for the purpose of improved decision-making and control in the marketing of goods and services." (Kotler)



WHAT? WHAT? WHAT? WHAT?

A photograph of a woman with short, curly white hair and a wide-eyed, open-mouthed expression of shock or confusion. She is wearing a light blue patterned top. In the background, several other people are partially visible, including a man in a dark shirt with a lanyard and a person in a red and white striped shirt. The scene appears to be outdoors at a public event.

WHAT?!



founders



profacts
revealing factors for success

**dr. TIMOTHY
DESMET**



**dr. STIJN
DE RAMMELAERE**



Obtained a Ph.D. in
Experimental Psychology
at Ghent University
(2003)

Obtained a post-doctoral
grant from the FWO

Did scientific research at
Ghent University and MIT
(2 years)

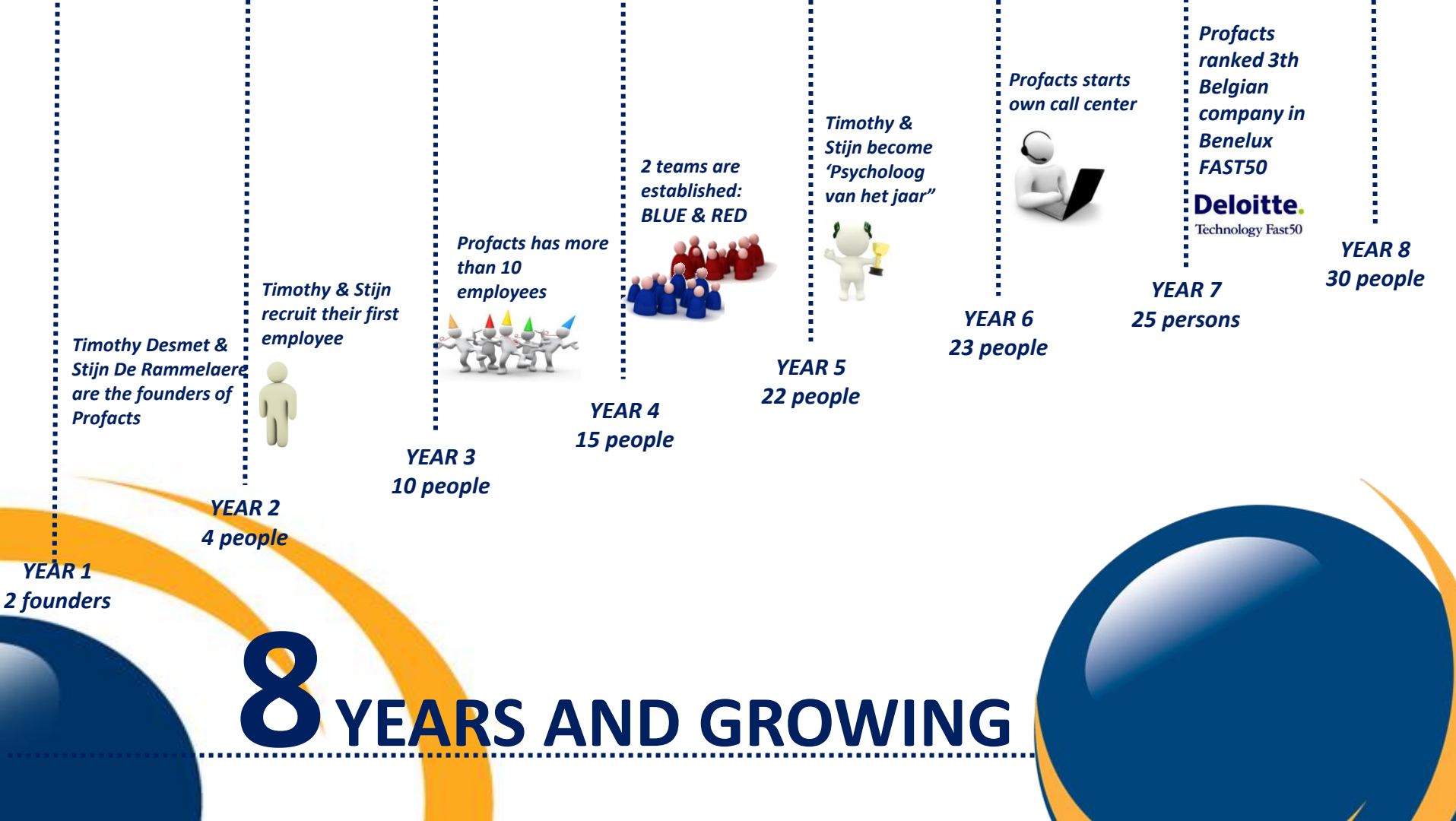
Obtained a Ph.D. in
Experimental Psychology
at Ghent University
(2003)

Started as a Senior Project
Leader at the market research
agency Columbus Quanti, later
became Synovate Belgium

Became research Director
at Synovate, responsible
for several key clients

Together they founded Profacts in 2006/2007

GROWTH



C
CLIENTS

Telecom



Banking & Insurance



Energy



FMCG



Media & comm. agencies



Services



Durable goods



IT Technologies



Public services





actors for
success

Profacts' values

Customer Delight

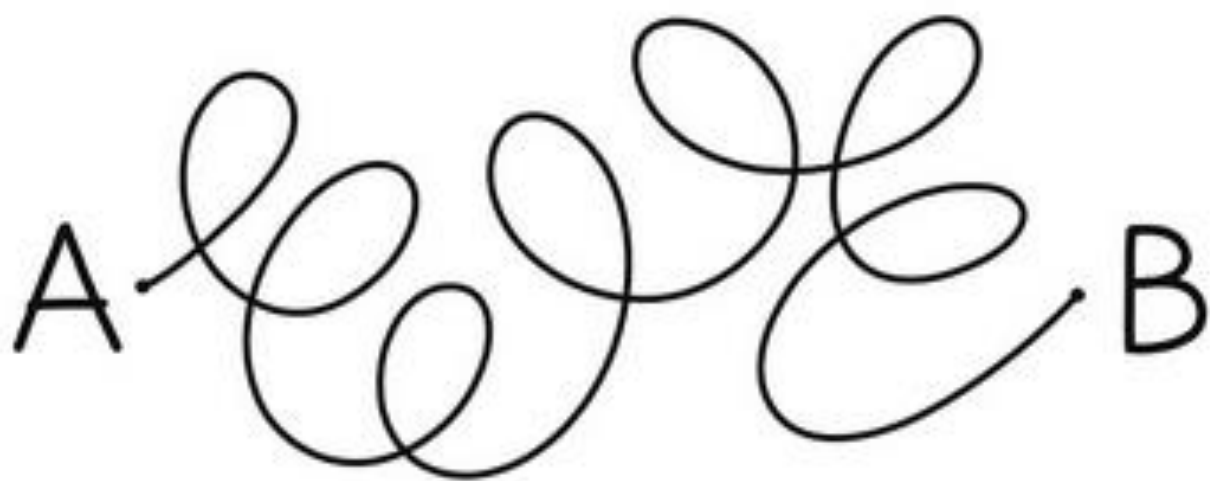


Can Do



Fun

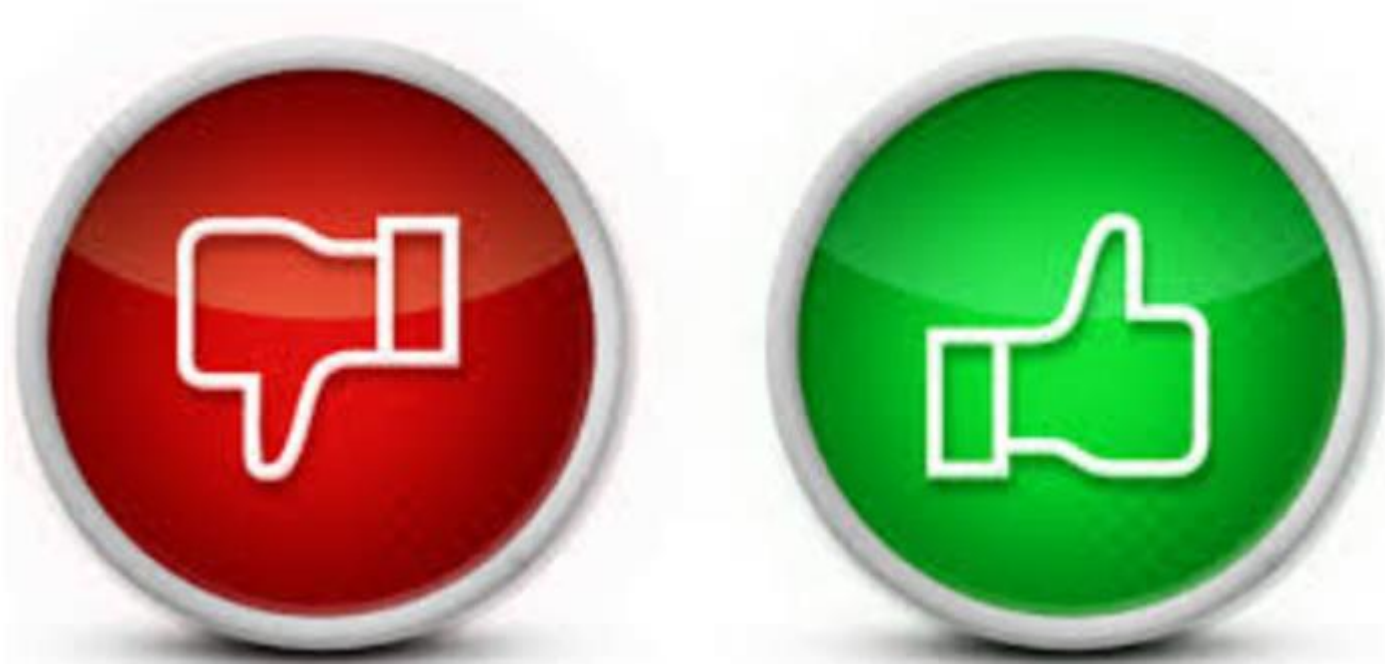




**1. Don't worry.
Every jump is scary.**



2. Define a “smart” timeframe.



Don't decide about continuing or stopping WITHIN this timeframe.
Before jumping, think about both ways.

3. Cash is prince. Cashflow is king.



Invoice 50% in advance. Follow-up your payments.
Zero-tolerance policy.

4. Surprise! You have more bosses than before.



Continually measure their
feedback.





5. Don't get too dependent on 1 main customer.

6. The heart of your company = your employees.
“ondernemen is je misbaar maken”

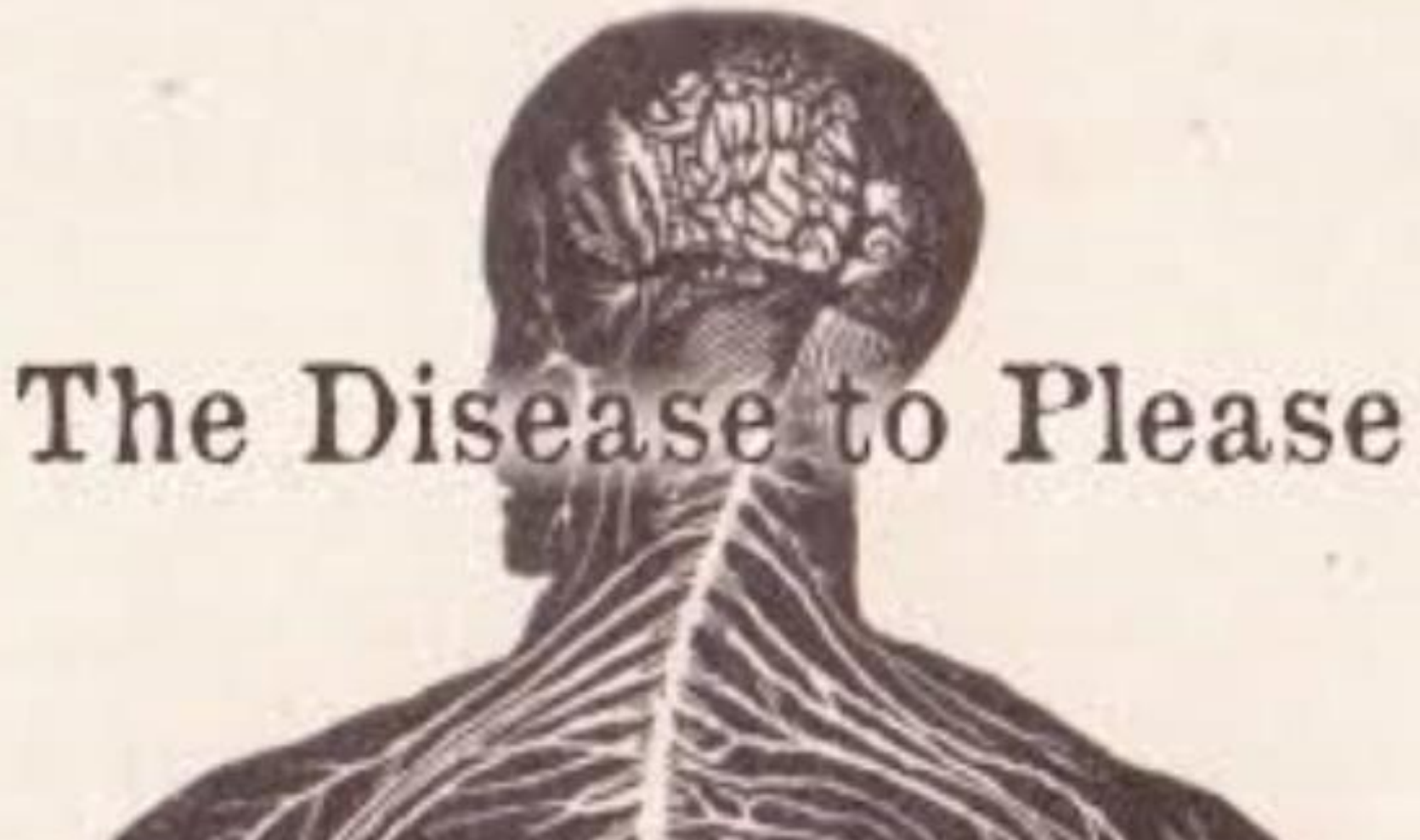


7. If you want to grow, you will need to let go.



It sounds easy. It is not. Your company is your baby.

8. Customer Delight is not Please Disease.



**9. Sometimes,
firing is the best
choice for
everyone.**



Firing people sucks.
Make sure it is no
surprise.

10. You cannot be too clear about what is important.





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