A Demo-Drama in 3 Acts

Stefan Steiger, September 2025

A Demo-Drama in 3 Acts

ACT 1 – **Scene & Characters**

ACT 2 – **The conflict**

ACT 3 – **Tragedy (catastrophe) or comedy (solution)**

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ACT 1

Scene and Characters

ACT 1

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Scene: Service Lab

Characters:

- Head of Lab
- Lab-Technicians
- CEO
- further Lab Ensemble
- Stefan (Me)

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ACT 2

The Conflict

March 2024: Start of project

Fresh in Biomedica-Stefan introducing Labrobot and the Dilucup-System.

Mr. I'm-not-interested:

We only do a few dilutions per day, so we do not need any device for that.

Fresh in Biomedica-Stefan:



May 2024: Follow-up

Secretary-Ensemble: We had to part with Mr. I'm-not-interested – your new contact in the lab will be Mrs. Enthusiastic.

Mrs. Enthusiastic: We are very interested in the device – throughput ~60-100 dilutions per day. Is there a possibility to test the device over the summer?

Stefan (happy):



September 2024: The Answer-Miracle

Mrs. Enthusiastic: (again)

Wow… this dilution-system sounds exciting – I‘ve never heard of it. Could we arrange a demo?

Stefan (confused):



September 2024: The Answer-Miracle

Both agreed on demo in October 2024.

Stefan:



*(*again)*

October 2024: The time has come -has it?

Mrs. Interim:

I‘m the Head of Lab for the Chemistry-Department. I will lead the microbiology department temporarily till we have a new head of lab.

Mrs. Enthusiastic has left the company.

I do not know anything about a demo neither do I know what the colleagues in the Microbiology-Department do.

Stefan:



November 2024: Now-we-are-talking

One month later, after this dramatic climax, Mrs. Interim introduces Mr. Purchase and the new head of microbiology, Mrs. Now-we-are-talking.

Mrs. Now-we-are-talking: It is so time-consuming to prepare the dilutions and wash all the glas tubes.



Stefan:

Stefan introduces the Dilucup-System (for the third time).

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ACT 3

Tragedy or Comedy?

May 2025: Demo-Day

After a long time of waiting and keeping in touch – the work finally paid off. The Demo-Day had come and was great.

Mrs. Now-we-are-talking:

The device is easy to use, fast, time- and cost-efficient. But we have to convince Mr. Endboss – he is very price sensitive.

Stefan:



May 2025 – today

After four price discussions with Mr. Endboss, Mrs. Now-we-are-talking and Mr. Purchase, Stefan came up with the solution.

Mrs. Now-we-are-talking:

We want to buy the Dilucup-System **beginning of 2026**. We do **approximately 40.000 dilutions per year**… so that will be **two paletts of cups** – am I right?

Stefan:



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THE END

(To be continued...)

Breaking News

<u>Monday, September 22nd:</u>

Official order for device and one palet of cups.