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*ORZ *HUP DQG 2XWEUHDN \$FWLYLW\

0DWHULDOV *ORZ *HUP 3RZGHU DQG RU ORWLRQ DQG 89 OLJKWV VPDOO RQHV DUH LG

0DQXDO

,QVWUXFWLRQV

:WK SRZGHU KDYH VWXGHQWV FRXJK RU VQHH]H ZLWK D VPDOO DPRXQW RI JORZ JHU
D +DYH 89 OLJKWV RQ DQG DOO RWKHUV RII DQG REVHUYH WKH GLVWDQFH RI WKH
,I XVLQJ WKH ORWLRQ ZDVK KDQGV FRPSOHWHO\ DSSO\ ORWLRQ DQG WKHQ XVH 89
D 'LVFXVV WKH LGHD RI FRPPHQVDO EDFWHULD DV ZHOO
E 2SWLRQDO YLG~~HURTEIGRPHDQG~~ %DFWHULD

'HWHUPLQH WKH 5RRW RI WKH 2XWEUHDN

0DWHULDOV

1D2+ DQ\ VDIH PRODULW\

:DWHU

&XSV

3KHQ\ODODQLQH

,QVWUXFWLRQV

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,I WKH OLTXLG WXUQV SLQN WKDW VLPXODWHV WKDW SHUVRQ LV LQIHFVHG
+DYH WKH FODVV ILJXUH RXW ZKR ZDV WKH URRW RI WKH RXWEUHDN E\ FROODERUDW

,GHD RI 5R RU &OLPDWH &KDQJH \$SSOLFDWLRQ 25
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&KRVH RQH RI WKH IROORZLQJ WZR WRSLFV WR UHVHDUFK

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%ORRG 7\SLQJ /DE \$ /HVVRQ LQ OHQGHOLDQ *HQHWLFV 1DPH

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7KHUH DUH DOOHOHV RU JHQHV IRU EORRG W\SH

6LQFH ZH LQKHULW JHQHV IRU EORRG W\SH RQH IURP HDFK SDUHQW WKHUH DUH SRVV

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6DPSOH	\$QWL \$ 5HVXO	\$QWL % 5HVXO	\$QWL 5K 5HVX	%ORRG 7\SH	RI SRSXODW 6<:
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6XVSHFW OLWFK :LOVRC					
&ULPH 6FHQH					

9LFWLP					
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:KDW EORRG W\SH ZDV IRXQG DW WKH FULPH VFHQH" ([SODLQ KRZ \RX FDPH WR WKLV FR

'RHV WKH EORRG W\SH IURP WKH FULPH VFHQH PDWFK DQ\ RI WKH VXVSHFWV RU WKH YLF

8VLQJ WKH SHUFHQWDJHV EHORZ FDOFXODWH WKH SHUFHQWDJHV RI LQGLYLGXDOV WKD
DERY\KRZ \RXU ZRUN LQ WKH VSDFH SURYLGHG

7\SH	RI 3RSXODWLRQ	7\SH	RI 3RSXODWLRQ
\$		5K	
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3DUW % 'HILQH WKH IROORZLQJ LPSRUWDQW WHUPV

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3DUW & \$QVZHU WKH IROORZLQJ XVLQJ D GLIIHUHQW IRQW FRORU

4XHVWLRQ	5HVSΡQVH
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7\SH 2	7\SH \$ %	7\SH %	7\SH \$

, GHQWLI\ ZKLFK DQWLERGLHV HDFK RI WKH IROORZLQJ ZRXOG SURGXFH

7\SH 2	7\SH \$ %	7\SH %	7\SH \$

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\$ ZRPDQ KDV FRQWDFWHG DQ DWWRUQH\ FODPLQJ WKDW D FHUWDLQ PDQ LV WKH IDWKHU RI KHU FRZQ IDWKHU LV W\SH 2 7KH EDE\ LV W\SH \$% 7KH PDQ SURYLGHV D VDPSOH RI KLV EORRG ZKLFK 3XQQHWW 6TXDUH SURYLGHG VKRZ DQG H[SODLQ ZKHWKHU LW LV SRVVLEOH IRU KLP WR EH WKH ID

0RP 7\SH \$
 *UDQGSD 7\SH 2
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/HVVRQ 0DWHULD OV DQG 'RFXPHQWV

\$FW RXW WKH ,PPXQH 6\VWHP

, Q JURXSV WKDW \RX ILQG DSSURSULDWH KDYH VWXGHQWV PDNH D PLQXWH VNLW DV W
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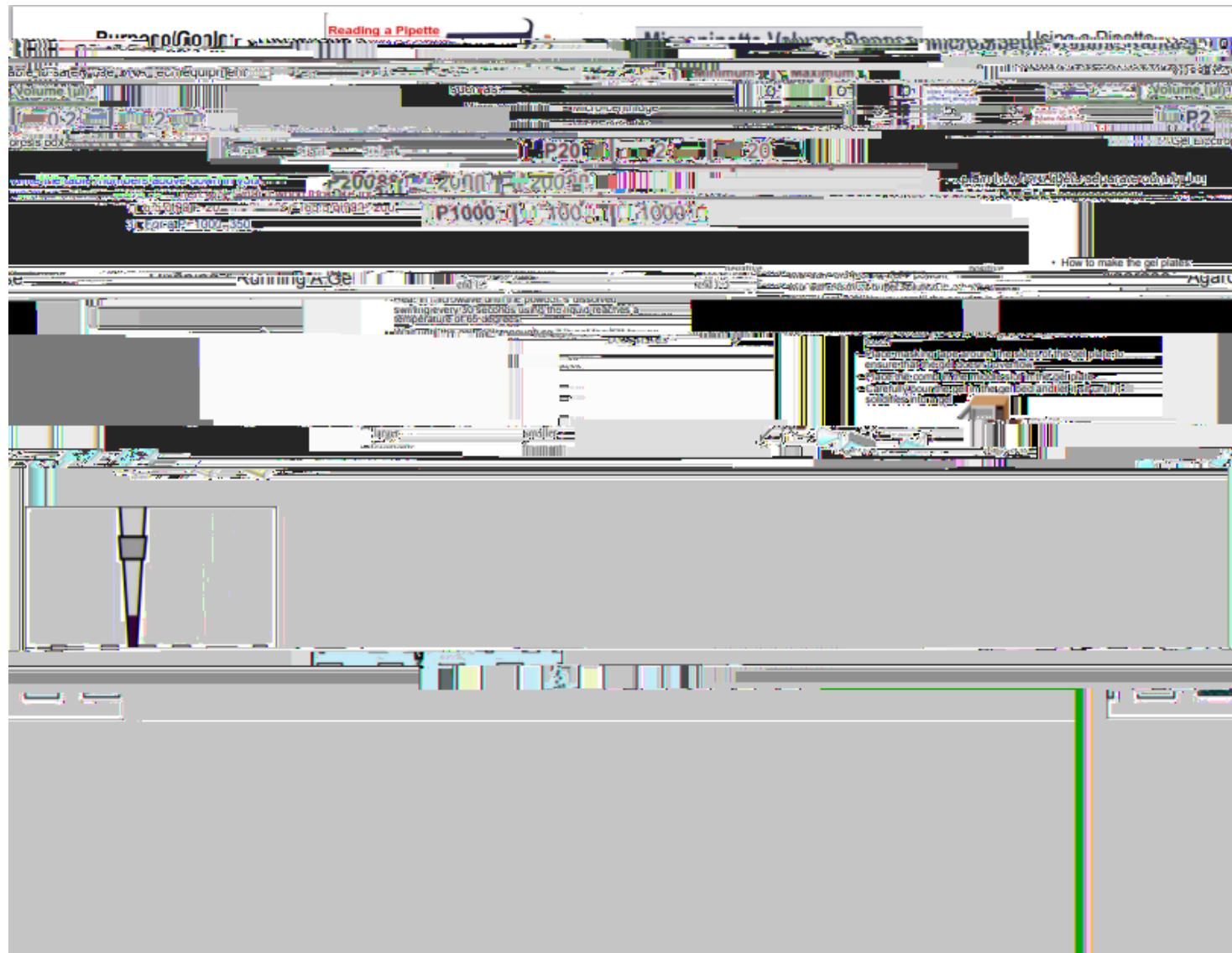
7 &HOOV

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* R WR

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BBBB BBBB BBBB BBBB BBBB BBBB DUH SURRI DQ HOHFWULFDO FXUUHQW LV SURGX
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(WKLGLXP EURPLGH LV XVHG DV D BBBB BBBB BBBB VR WKH '1\$ FDQ EH VH
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,QFOXGH WKH IROORZLQJ

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:KDW ZHUH WKH UHVXOWV"

+RZ GLG WKLV SURJUHVV WR KXP DQ WULDOV"

:KDW LV RQH VXUSULVLQJ WKLQJ \RX OHDUQHG IURP \RXU UHVHDUFK"

&LWH \RXU UHIUHQFHV LQ \$3\$ IRUPDW

:HHN 0DWHULD OV DQG 'RFXPHQW V
9DFFLQH \$VVLJQPHQW

5HVHDUFK WKUHH GLIIHUHQW W\SHV RI YDFFLQHV DQG KRZ WKH\ ZRUN

,QFOXGH WKH GLVHDVH LW WDUJHWV

+RZ LW ZRUNV

7KH HIILFDF\

7KH SHUFHQW RI WKH SRSXODWLRQ WKDW UHFHLYHV LW

:KHQ LW LV DGPLQLVWHUHG

,I ERRVWHUV DUH QHHGHG

'S Z M H : E G/GM/R M K R Q I R X

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[IEIhh<gs• Ÿ Å
" 0gl<jZl[jh Ÿ Ç
 R kggI[j]djQ][h
 R lhEgQDI <[s [lq glhl<gEP N]g jgl<jZl[jh QN <ddYQE<DYI
 R [EYkGI gIE]ZZI[GIG GQIj gIE]ZZI[G<jQ][h
" lhEgQDI <YY jPI hshjZh <[G P]q jPls <gl <NNIEjIG•
" Qpl < h]gs]N h]ZI][l'h E<hl qQjP jPQh GQh]gGlg Ÿ Å
" Qjl h]kgElh Q[+ N]gZ<j Ÿ<j YI<hj Å! Ÿ Å
" !khj P<pl <j YI<hj Å pQhk<Yh Ÿ Å
" +glhl[j<jQ][Qh jP]g]kOP <[G]gO<[QvIG Ÿ Å
0]j<Y >ÅÄ>Äþ >ÅÄ l<EP
" +glhl[j<jQ][Qh jP]g]kOP <[G]gO<[QvIG Ÿ Å
0]j<Y >ÅÄ>Äþ >ÅÄ l<EP

7]gXh QjIG

0PI <EEQGI[j jP<j EP<[OIG jPI q]gYG Ÿ dI[QEQQYYQ[*¥[•G•|• .IjgQlplG IDgk<gs ĀĀ• ĀĀĀĀ• Ng]Z Pjjdh•>>qqq•s]kjkdI•E]Z>q<jEP<g]EXYIPkgjh• /• ¥ÃKRĀĀq]ZdþQ¶]ÃQqhE]plglG jPI NQghj E]g][<pQgkh• "Iqh• .IjgQlplG IDgk<gs ĀĀ• ĀĀĀĀ• Ng]Z Pjjdh•>>qqq•DD<[qI Ekgl 6 qQjP <[Q[WIEjQ][•• g• •<þHÑOKhDlG ¥QIÅÄÅ• r~~I~~kjgsl ÄÄ!• .IjgQlplG IDgk<gs ĀĀ• ĀĀĀĀ• Ng]Z Pjjdh•>>s]kjkdI•AQÄ]g][<pQgkh• Ihh][h Ng]Z d<hj IdQGIZØEh• 9] u`'

P<[E<GIZs\$[E]•@I[||h ¥pQGI]!& OI[I E][jg]Y• P<[E<GIZs• .ljgQIpIG IDgk<gs ĀĀ• ĀĀĀĀ• Ng]Z Pjjdh•>qqq•XP<[<E<GIZs•]gO>jg
P<[E<GIZs0\$@HIG]N QZZk[I glhd][hjh• [[<jl<[G <G<djQpI• PkZ]g<Y ph• EIYYŽZIGQ<jIG ¥pQGI]!• P<[E<GIZs• .ljgQIpIG IDgk
Pjjdh•>qqq•XP<[<E<GIZs•]gO>hEQI[EI>PQOPŶhEP]Y]Os>PhŶPkZ<[ŶD]GsŶhshjIZh>PhŶjPIŶQZZk[IŶhshjIZ>p>jsdlhŶ]NŶQZZ
P<[E<GIZs6@jG@h• ¥pQGI]!• P<[E<GIZs• .ljgQIpIG IDgk<gs ĀĀ• ĀĀĀĀ• Ng]Z Pjjdh•>qqq•XP<[<E<GIZs•]gO>hEQI[EI>DQ]Y]Os
P<[E<GIZs7@{;Q@h• <YYlgOQE gPQ[QjQh• ¥pQGI]!• P<[E<GIZs• .ljgQIpIG IDgk<gs ĀĀ• ĀĀĀĀ• Ng]Z
Pjjdh•>qqq•XP<[<E<GIZs•]gO>hEQI[EI>Q[ŶQ[ŶEY<hhŶĀĀŶDQ]Y]OsŶQ[GQ<>rEĀĒIGĒÉNÈ<ĒIÇÈĀD•Q[ŶQ[ŶPkZ<[ŶPI<YjPŶ<[GŶGQ
ŶgPQ[QjQh
• • 0QZlh• [jg]GkEjQ][j] jPI /EQI[EI IPQ[G g][<pQgkhjh• +<gj ſagNQjZ]Q[&>CpPjgQIpI"Q. II Dgk<gs bĀĀP<ĀĀĀĀ• (Ng]Z 0 bP°À p` @ p 0

