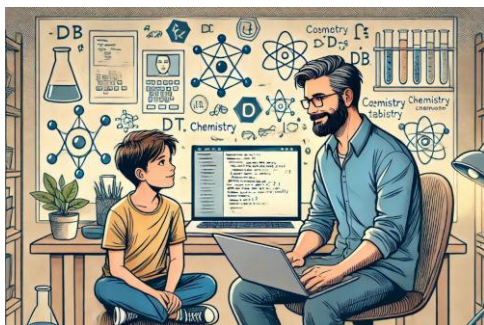


But what work do I do, exactly?

Explaining it to a 12-year-old boy is not easy...



Illustrative image created with the help of artificial intelligence

It all started a few days ago at school when they asked the kids to tell what Dad did for a living. My son knew the name of my company, Every Software Solutions, the name of my boss whom he had seen on call so many times since the lock-down days, but he wasn't sure exactly what I did. So that evening, he looked at me curiously and asked:

"Dad, but exactly ... what do you do at work?" with the innocence and curiosity that only a child can have. The question got me thinking. How to explain a job that is intertwined with software, services, chemistry, negotiations, and sustainability in a way that is understandable but also fascinating?

"Well," I began, "imagine you have a chemical product, like a paint or a cleaner. Every **chemical product** has a document called an SDS, which is **Safety Data Sheet**. This document explains whether the product is dangerous and how to use it safely. Look, for example, at this cleaner," I told him, taking a bottle. "See these little drawings here?" I pointed him to the pictograms on the packaging. "This, for example, means that the product is polluting if it ends up in the sea. For example, SDSs are used to explain these symbols and provide **all the important safety information**, not only for the environment but also for those who use the products, such as workers in factories or on construction sites. Safety at work is critical, because those who use these substances need to know how to handle them properly to avoid accidents.

SDSs are essential because there are chemicals everywhere around us, and not all of them are dangerous in the same way. Some can be very useful, others harmful, depending on how they are used. Just think, chemicals are found in soaps, shampoo, toys, containers, cars, and even the clothes we wear. Each chemical has specific properties, and can be safe or dangerous depending on the context and how it is used. SDSs are like instructions on how to safely use these substances, explaining where and how they can be dangerous."

"I help companies better understand these documents through software that automatically analyzes them. This is important, because these records are required by law in Europe under a regulation called **REACH**."

"Ah, so you make the products safer?"

"Yes, that's right!" I replied, smiling. "My job is to help companies ensure that their products are safe for both people and the environment. But I also do more than that. I talk to companies all over the world, listen to their needs and try to figure out how our software can help them. I carry on negotiations, write contracts and, if possible, get them signed, so we can work together clearly and safely."

My son nodded, with that expression that let me know he was still processing everything. "So you talk to a lot of people and help them not to make dangerous mistakes?"

"Let's say **Every's services simplify the work of those in companies who enforce regulations and care about the safety of people and products**," I said, with some pride. "And I also do this with our future and the future of the planet in mind. We work to make things safer, more sustainable, and to improve everyone's lives."

The work of the Business Developer: connections, sustainability and innovation

This conversation with my son made me realize how articulate and, in a way, fascinating the work I do is. As a Business Developer for Every Software Solutions, my role is not just finding new customers. It's

connecting companies' needs with safe and innovative solutions, helping them navigate complex regulations like REACH, and **making processes that ensure chemical safety easier**.

I work every day to build relationships: connecting people, negotiating deals, and guiding companies toward **a safer and more sustainable way to manage chemicals**. We use technology to automatically analyze SDSs, giving the tools to simplify and accelerate the analysis of information and allow it to be verified more quickly that it is correct and complete. This not only helps companies comply with the law, but also makes their products safer for everyone.

It's a challenge I'm passionate about, because it's a mix of **technological innovation, human relations, and a focus on the future**. And, as I explained to my son, our goal is always the same: to make the world a safer and more sustainable place, one step at a time, while also ensuring that those who work closely with these substances do so safely, without risk to their health.

P.S.

"Dad, but then does everyone come to you? Everyone should care about doing this work well and quickly, right?"

"Eh, I wish it were that simple. Actually you are right, but there are so many companies that still don't know how important it is, or **think it is too complicated or onerous**. Our job is really to make technologies to simplify their work and to make them understand that making a product safe is not only a matter of rules, but also of responsibility to people and the planet. A job worth doing well, always."

Eduardo Affinito

Every Software Solutions