

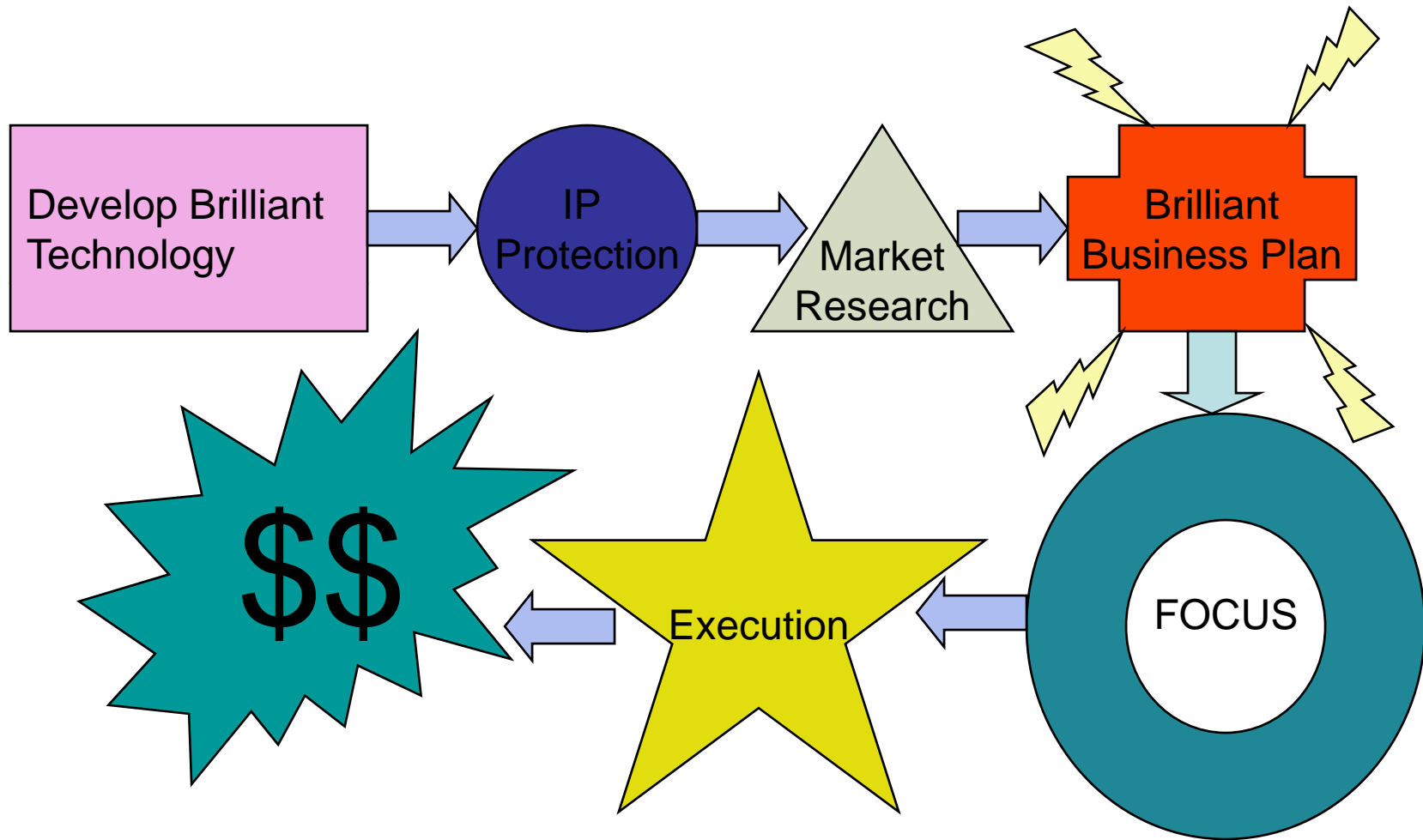
IGENECO

transforming technology into profits

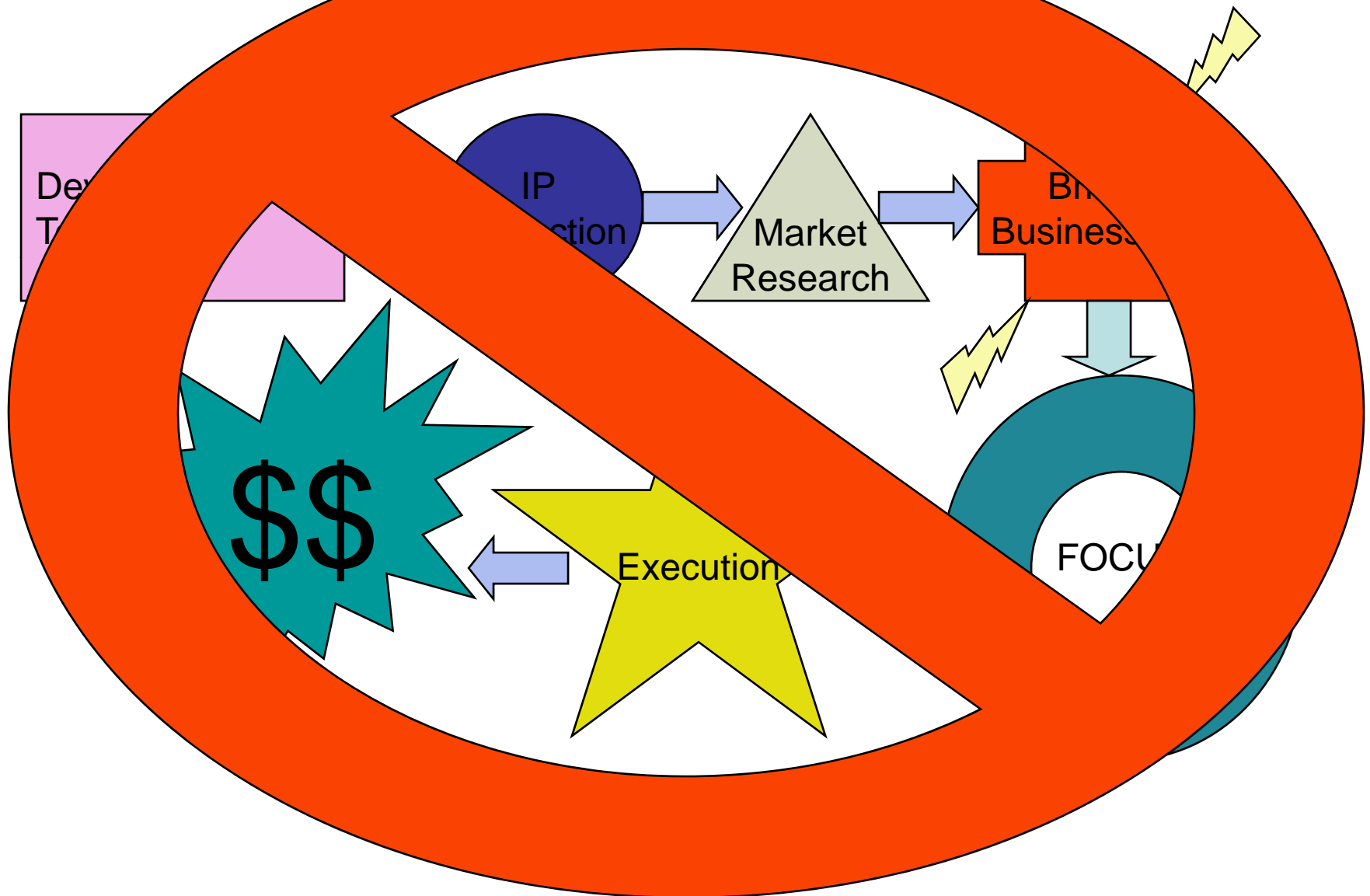
Technology Commercialization Presentation

IGENECO
741A Mass Ave
Arlington, MA 02476
(617) 784-0044
aerlich@igeneco.com
www.igeneco.com

The Myth of Brilliance



The Myth of Brilliance



Commercialization Feedback Loop

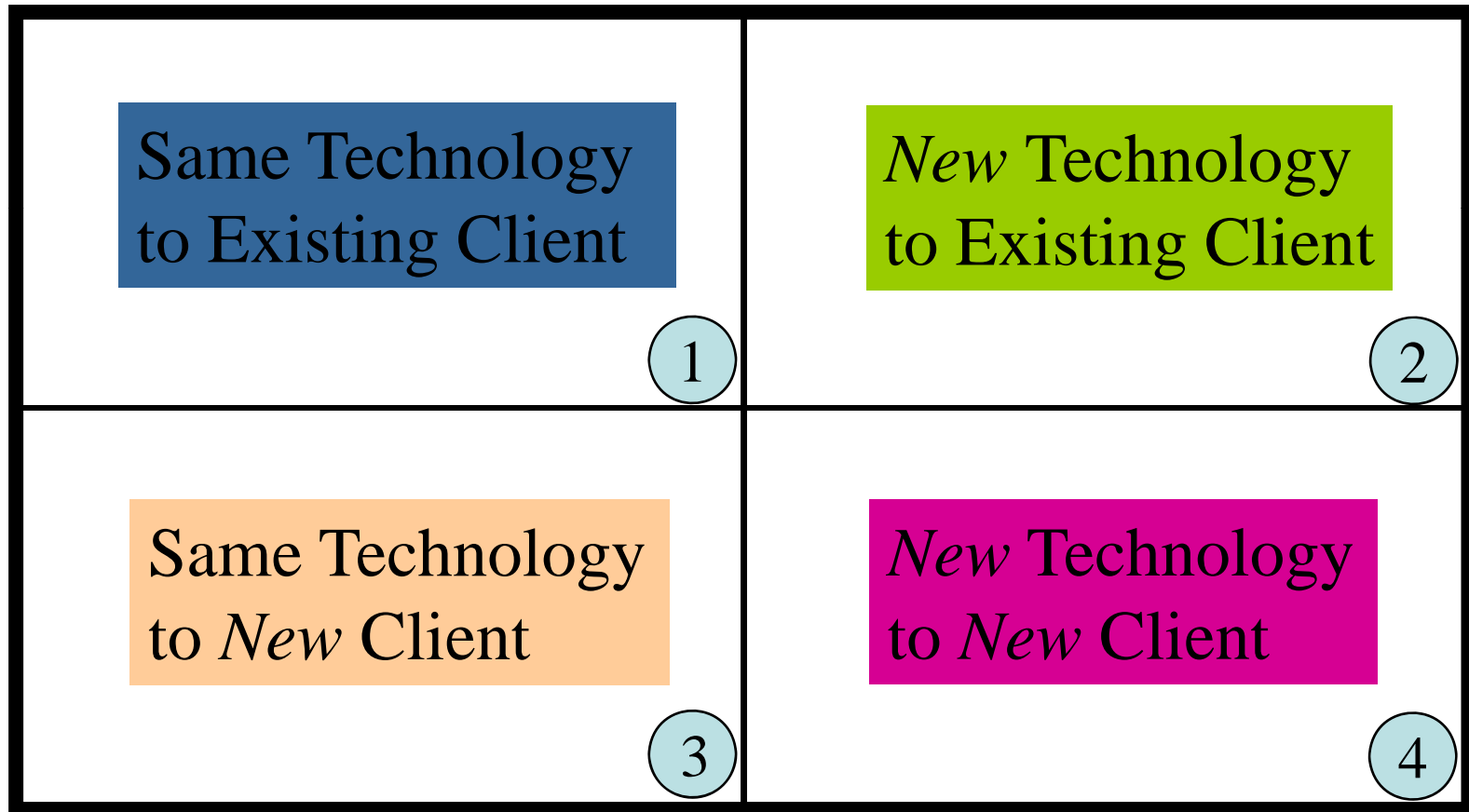




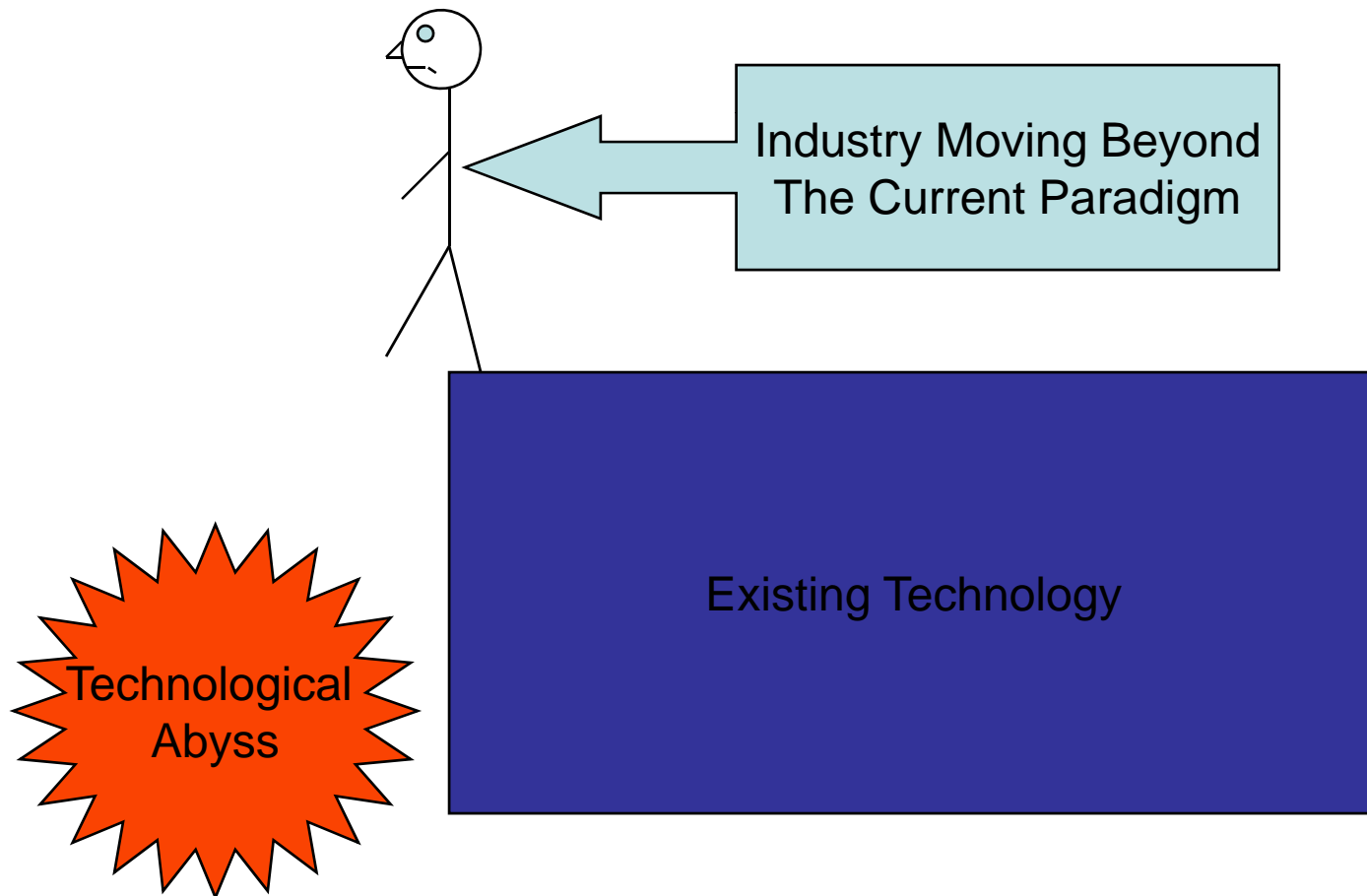
Beware

- Well Meaning Advice
 - Armchair Philosophers
 - “Market Research”
- Focusing Prematurely
 - Don’t Necessarily Follow your Business Plan
- Giving Away the Store
 - Avoid Free Work
 - Price based on Value
- Licensing

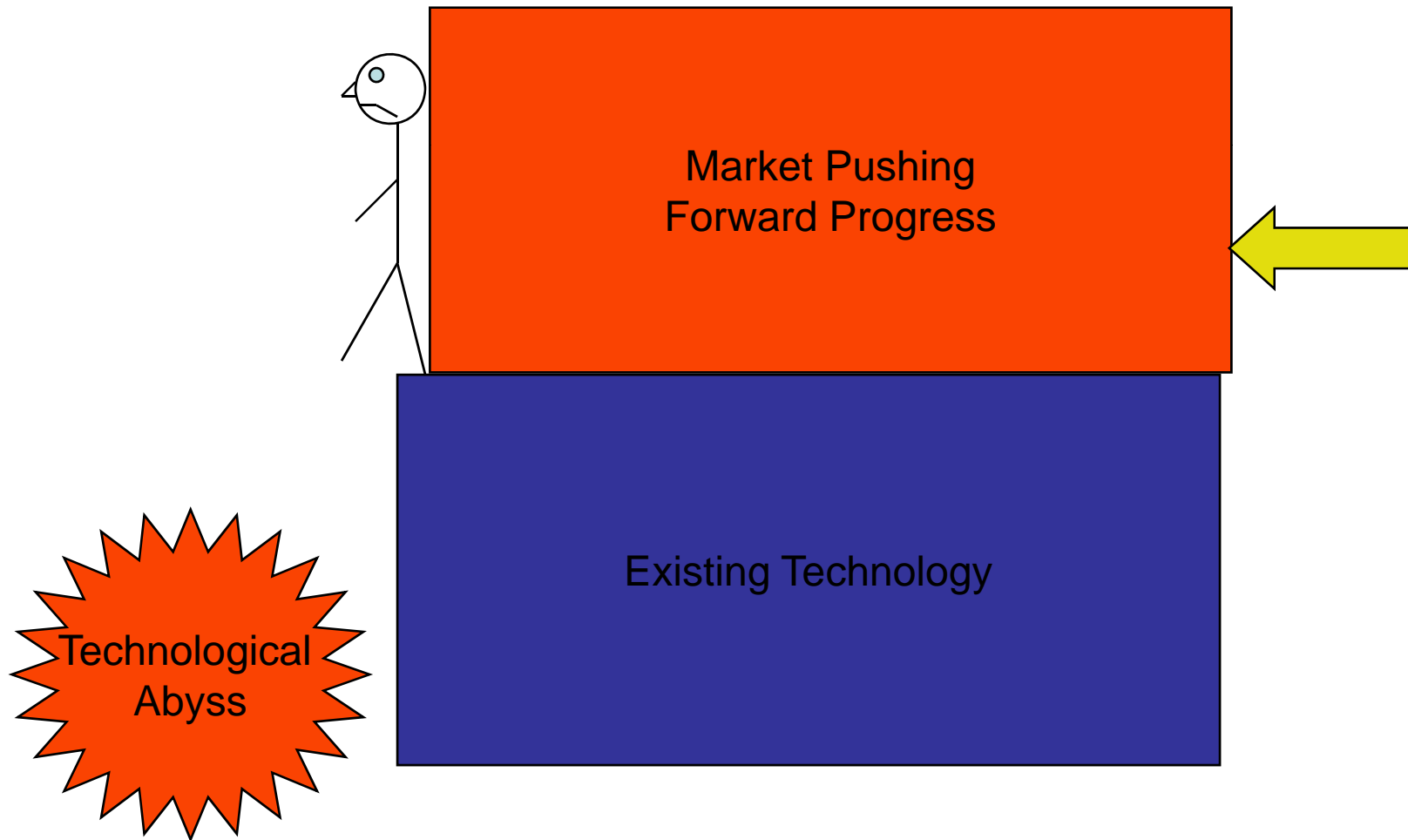
The Problem



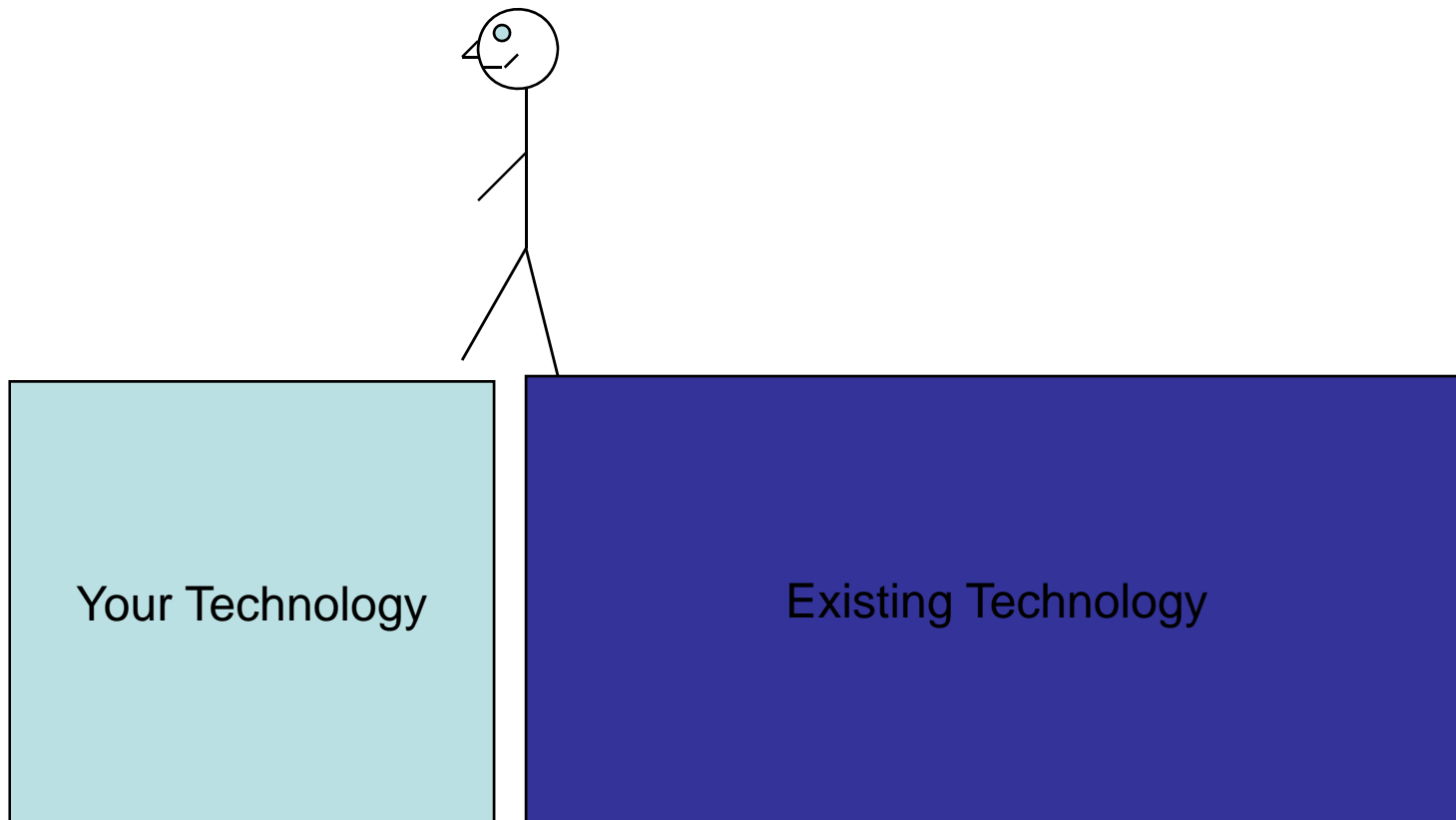
Great Customer



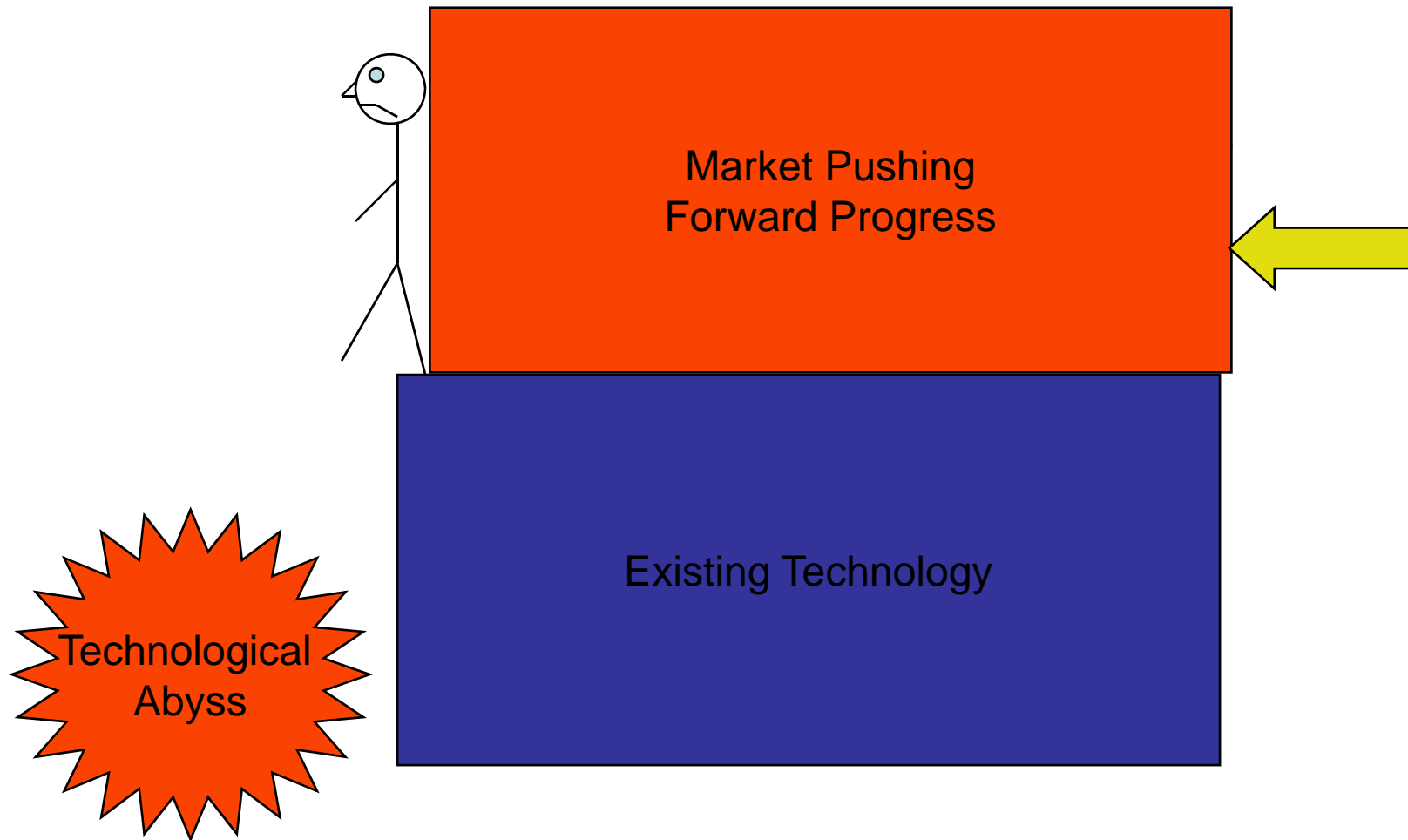
Even Better Customer



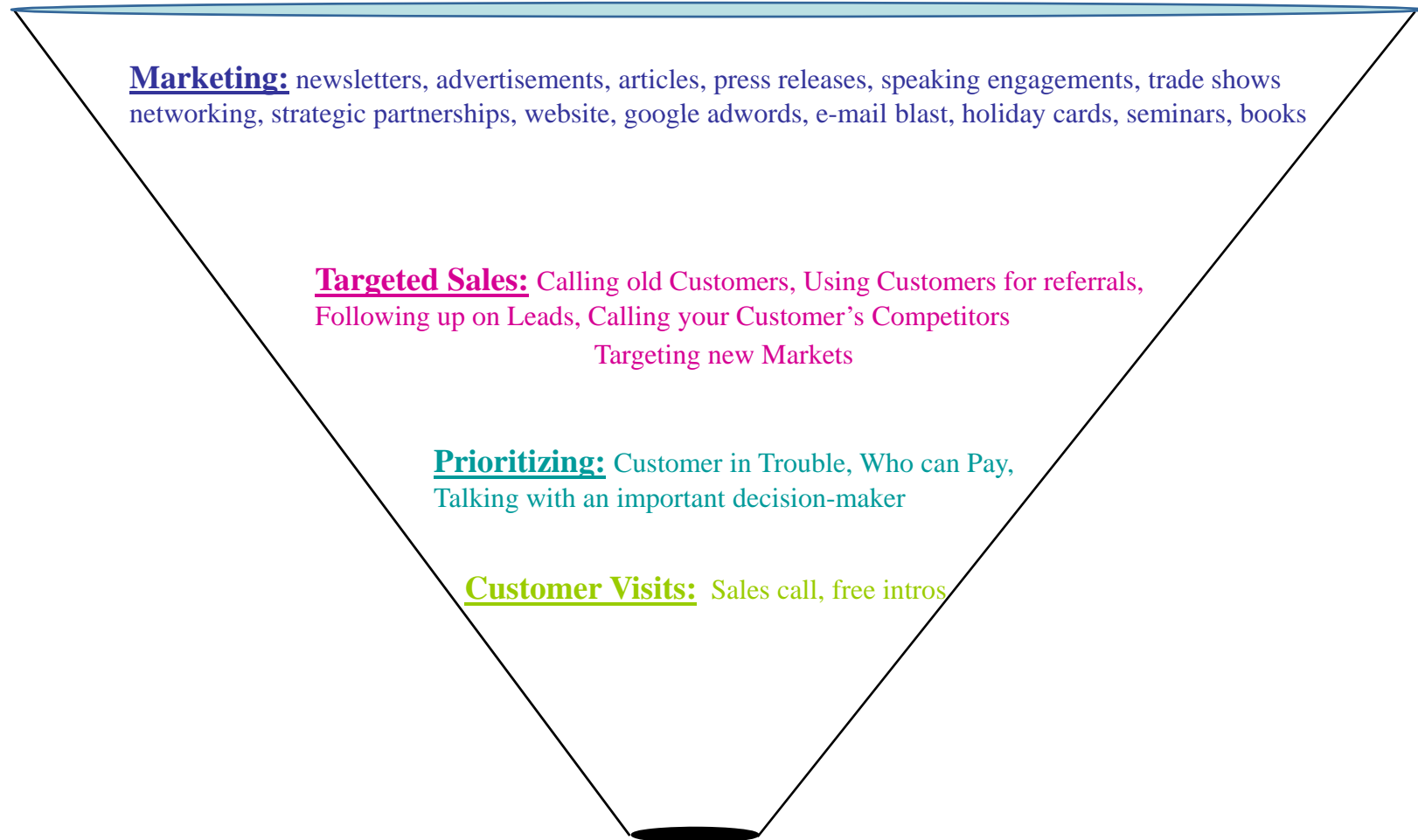
Saving the Day



How do you Find This Guy?

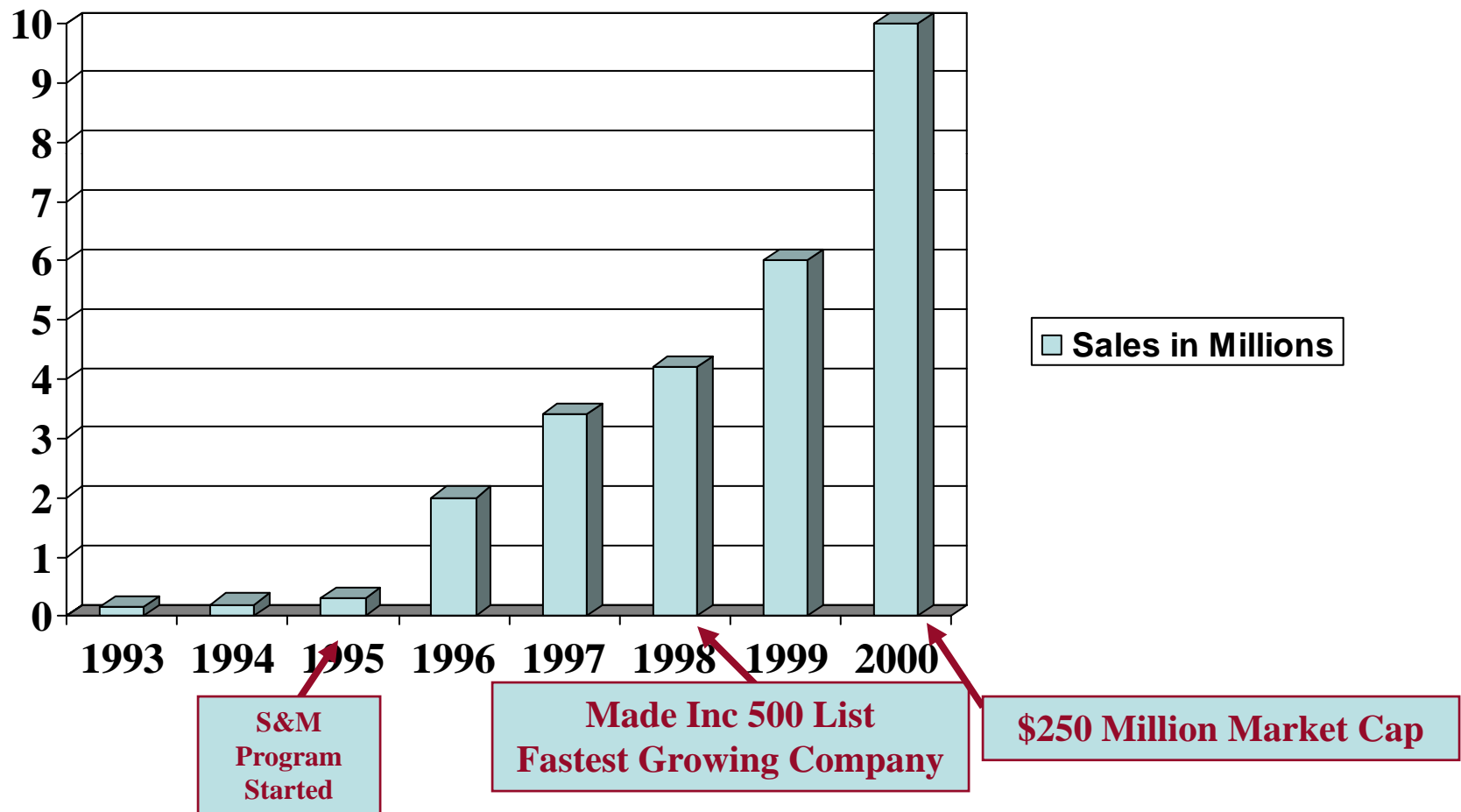


The Funnel



\$CLOSE THE SALES\$

The Potential Results





Get Out of the Office

- An initial sales objective is to meet
- Group geographic regional visits
- Provide educational session
- You invite the participants
- Let the customer know your objective
- Modify what you have to meet the most profitable opportunities

Commercialization is mostly Listening

Understanding:

- General Background
- The Need
 - Reading between the lines
- The Critical Selling Point
 - Cost, Schedule, Impact, Personal or Organizational Issues
- The Competitive Situation
- The Customer's Organization
 - How to get the purchase order
- The Value of your Services
 - What is your budget?
 - What are the implications?
- The Time Frame

Commercialization Feedback Loop



Contact Information

Adam Erlich

Igeneco

aerlich@igeneco.com

www.igeneco.com

Value Selling

- Don't Give Away the Store
 - Qualify the Customer
 - Do they have money?
 - Short Proposals are Best
 - Be sure to address concerns
 - Avoid Free Development Work
 - Understand who is Interested
 - If you do this our company will buy millions
 - Don't price based on Formula Related to Cost

Value Selling

- Understand Value
 - Get a PO
 - Proves Customer is Serious
 - Prioritizes Opportunities
 - Research-What are Alternatives?
 - Never Price Based on Cost
 - Microsoft software!
 - Understand the Long-Term Potential
 - Is the production cost or performance viable



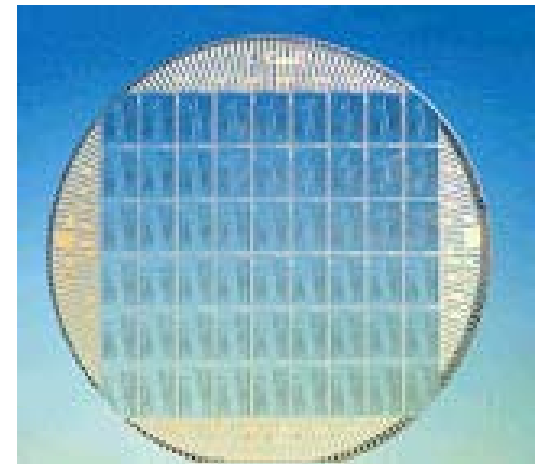
Timing is Everything

- Efficient Auto Fan
- Digital Optics
- Fractal Antenna



DIGITAL OPTICS CORPORATION

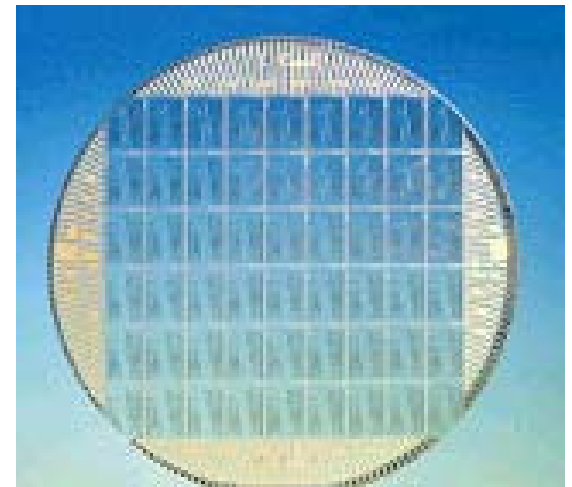
- Small Laser Optics Company
 - 4 people
 - \$200,000 in mostly Government Revenue
 - Out-sourced Manufacturing
- Diffractive Optics
 - Lenses made like Computer Chips
 - Unique Optical Properties
 - Design Capabilities/Proprietary Software





DIGITAL OPTICS CORPORATION

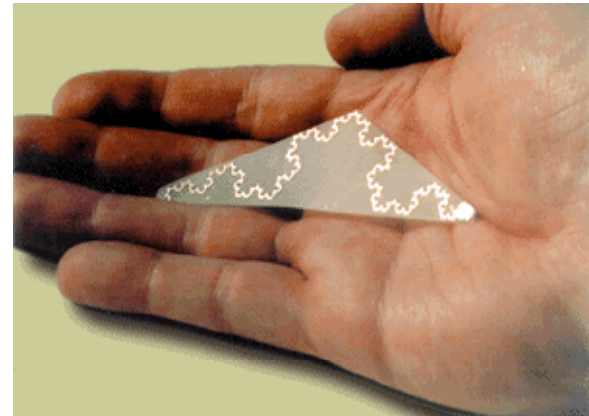
- Initial Business Plan
 - Telecom
- Talk w/end Customers
 - Telecom
 - Data Storage
 - Photolithography
- Evolving Technology



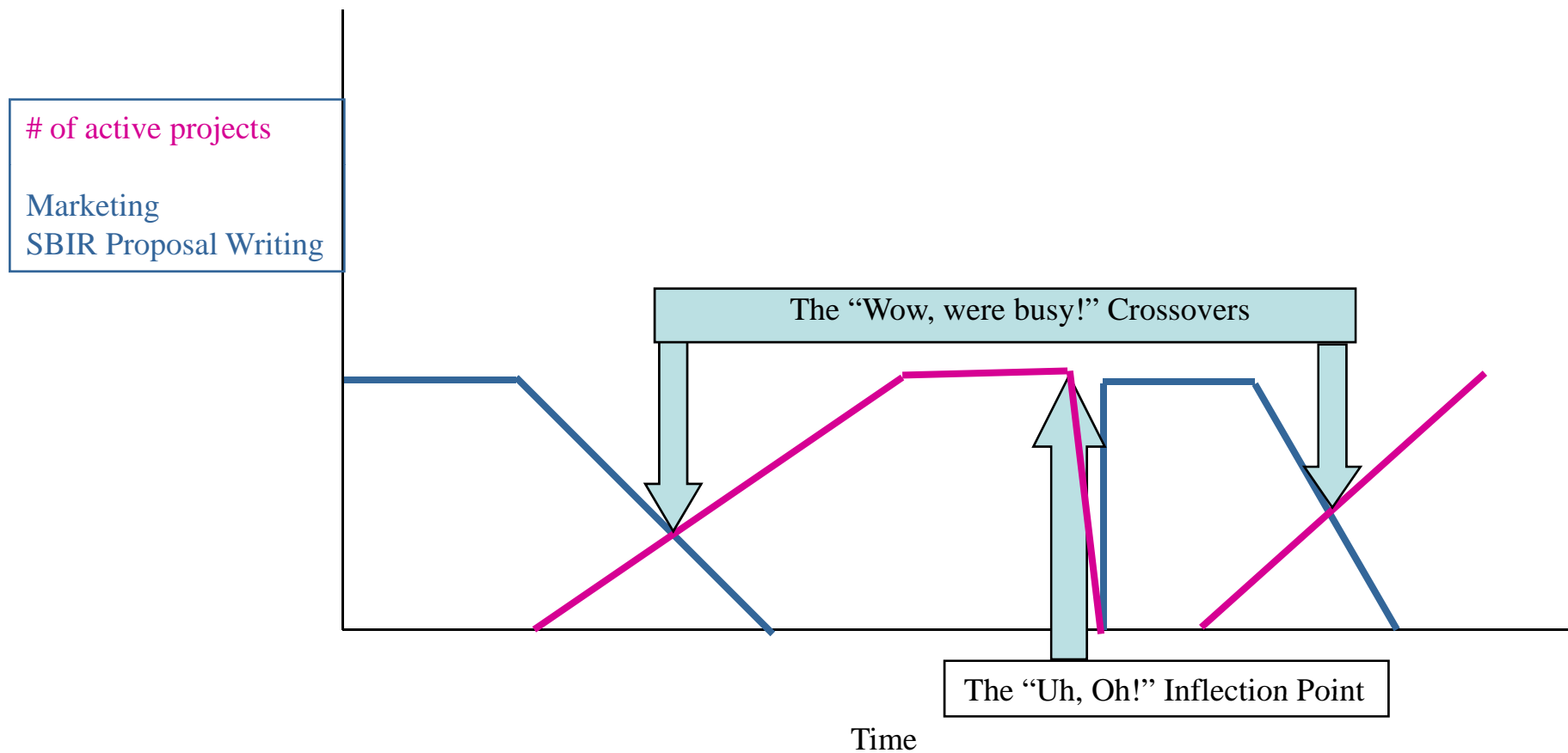


FRAC^TAL ANTENNA™
SYSTEMS INC

- Revamped Marketing Material/Website
- Increased Commercial Sales from \$10K to \$500K
 - Reviewed Pricing and Sales Procedure
 - Targeted new Industries
- Market Research
 - RFID
 - UWB
 - Wireless
 - In-Building Wireless
- Created New Product
 - Based on EW Antenna
 - Wideband In-Building Product
 - Approximately \$100K of Sales First Year



Eliminate the “UH, OH!” Inflection Point





Marketing Plan

- Free Newsletter
- Advertisements
- Articles
 - What are the right publications
- Press Releases
- Speaking Engagements
 - Where?
- Trade Shows
- Networking
- Strategic Partnerships
- Website
- Google Adwords
- E-mail blast
- Holiday Cards
- Seminars
- Books

License or Sell Product

- **How In-Licensing Should Work**
 - How much money can we make from this idea?
 - What are the risks involved in developing this technology on our own?
 - What is the danger if our competitors license these patents first?
- **How In-Licensing does Work**
 - Are these patents important to our core business?
 - Can we get around these claims?
 - If the technology is strategic, can we do something similar without infringing?
 - Inertia!!
- **Companies view patents as a threat not an opportunity**



How to Overcome Barriers

- Find Company in Trouble
- Same as Selling a Product
- Be a Solution Provider
- Having a Prototype and a Willingness to do further Development