

▶ **FIRST PRINCIPALS, INC (FPI)** has developed a thorough and systematic model to appraise the viability and commercialization feasibility of technology-based businesses. Absolutely *critical* to the success of these ventures are factors such as:

- ◆ Detailed knowledge of competing patents, technologies, and products.
- ◆ Advance knowledge of any potential threats, e.g. infringements, necessary licenses, etc.
- ◆ Identification and assessment of appropriate potential Alliance partners.
- ◆ Use of this knowledge to define a realistic business model.



FPI will address these critical factors by performing a comprehensive competitive analysis to identify strengths, threats, and opportunities and then using this information to form a strategy to align your company with the most appropriate business/technology partners.

▶ **DELIVERABLES:** Within the scope of the engagement, FPI will provide a two-part account comprising a **Competitive Analysis** and an **Alliance Strategy**. Significant issues relating to patent literatures, primary research, and other resources will be addressed in each of the deliverables and reported. A recommendation for realizing the maximum economic potential of the technology based on FPI's assessment will be detailed as follows.

COMPETITIVE ANALYSIS

- ◆ **Technology Assessment**
 - Definition of key technology features and patentability (where applicable).
 - Identification of emerging and/or impacting technologies and patents.
 - Advantages and disadvantages of current vs. new technology.
 - Determination of technical drivers and key challenges.
 - Summary evaluation.
- ◆ **Products and Markets**
 - Identification of existing and potential applications.
 - Identification of existing and potential markets.
 - Identification of impacting consumer, political, regulatory, and social factors.
 - Determination of products and services suitable for the technology.
 - Analysis of products in the market environment.
- ◆ **Industry Overview**
 - Economic value: identification of value chain, margins, projected returns, cost drivers.
 - Identification of alliances, joint ventures, and general business environment.
 - Identification of trends and key industry success factors.
 - Compilation of relevant industry participants.
- ◆ **Competitive Factors**
 - Identification and profiling of primary competitors.
 - Overview of the competitive environment.
 - Determination of major competitive barriers and opportunities.
 - Summary evaluation.

ALLIANCE STRATEGY

- Identification and of key success factors (partner attributes).
- Summarization of SWOT issues.
- Product Positioning.
- Identification of potential alliance partners.
- Comparison of attributes of potential alliance partners.
- Strategic plan and recommendations.

TIMING: The Competitive Analysis and Alliance Strategy report will be delivered within 60 days of the date of the contract, unless agreed otherwise in writing.