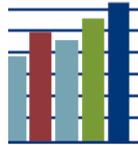


▶ **CHOOSE FIRST PRINCIPALS**

Information management is the process of finding, monitoring, assessing, compiling, and packaging information into useable knowledge – a critical component of getting the most value out of your intellectual capital. Sure, finding information on the World Wide Web is easy. But just “finding information” is not the problem. The capability to filter out only the *best* information in a *cost-effective manner* is critical. First Principals draws on its unique combination of technology know-how, expertise in market and industry analysis, and technical and competitive intelligence research, to create products and services customized to your needs.

An array of services that we can put to work for you:



▶ **BUSINESS AND COMPETITOR INTELLIGENCE**

- Global business analysis
- Competitor profiles
- Assessment and packaging of relevant information
- Background and intelligence on prospective customers and clients

▶ **TECHNOLOGY MONITORING SERVICES**

- Worldwide watch on business, technology, and patented developments
- Quick referral and fact-finding services
- In-depth research projects
- Staff training on research techniques and procedures

▶ **INDUSTRY ANALYSIS AND MARKET RESEARCH**

- Background and intelligence on prospective customers for technical sales support
- Partner identification
- Business and technical product development information
- Industry review and analysis services

▶ **INFORMATION MANAGEMENT**

At First Principals, information management is an integral part of all of our products and services. We are now making this know-how available for you. We'll work with you to create the best product for your needs: from a one page competitor profile or market overview, to a comprehensive “intelligence mining” program.

Our staff has extensive experience with the best information services available, including in-depth knowledge of the major commercial and proprietary systems. Our partnership with ANGLE Technology Ltd. in the U.K. adds tremendous value for those who require top quality European resources.

▶ **FIND OUT MORE**

Comprehensive. Accurate. Relevant. Timely. These are the benchmarks of our products and services. First Principals teams up with our clients to maximize the value of their technology assets. We offer per hour, per project, and retainer-based terms, tailored to be convenient and commensurate with your company's needs. Visit our web site at www.firstprincipals.com, or call us at 216-514-8520.