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The Methods and Tools of Accelerated Commercialization®

Business Creation Services

All of Synergics' business development activities adhere to one overriding principle: *Let the market convert technology or product push into customer pull through collaboration with industry's Opinion Leaders ("OLs").*

At the very early, exploratory end of the development continuum, Opinion Leaders help uncover needs and openings in the market that can lead to new business opportunity. Where preliminary new business ideas already exist, these Opinion Leaders help to better define and refine those concepts.

At the other end of the business development continuum, Opinion Leaders can, and actually do, validate business opportunities and initiate commercialization actions on behalf of their own companies.

While many potential clients understand the value of engaging Opinion Leaders, they still want to better understand ways that Synergics leverages their know how to help reduce the risk and increase the speed of new product, service, and technology commercialization. Three basic steps are always followed, as shown below:

Step 1	Step 2	Step 3
<p>Clearly define exactly what must be delivered</p> <ul style="list-style-type: none"> ■ Create new business ■ Develop new markets ■ Commercialize new technologies ■ Focus R&D efforts ■ Increase speed of commercial development 	<p>Match the right tool to the specific need(s)</p> <ul style="list-style-type: none"> ■ SUMMIT FORUM™ Narrower/Fewer Client ready to launch OLs not direct competitors Need to change push to pull ■ EXPLORE DISCOVER™ Broader/More Client preparing to launch Many & competing OLs OK Need to change push to pull 	<p>Implement appropriate activities</p> <ul style="list-style-type: none"> ■ Project Planning Workshops ■ SUMMIT FORUM™ or EXPLORE DISCOVER™ proven methodology ■ OL-Based, Comprehensive, Market Intelligence preparatory Briefing Packages ■ Intense Business Opportunity identification and specification dialog with appropriate industry OLs ■ Sales, Market or Alliance Development Workshops

Step 1

Clearly Define Exactly What Must Be Delivered

Working with client teams, we explicitly define exactly what is to be accomplished. They generally look for help with one or more, even all of the following objectives:

Create New Business

Develop totally new ideas for new or existing markets.

Develop New Markets

Find new markets and applications for existing or easily modified products and technologies.

Commercialize New Technologies

Rapidly target high opportunity markets and customers for newly developed technologies, and accelerate market entry.

Focus R&D Efforts

Discover the current and emerging market needs and drivers that should help focus research and development.

Increase the Speed of Commercial Development

Enhance the success and profitability of new products, services and technology by dramatically improving the rate at which they are commercialized. Faster time to market increases the likelihood of being an early leader, and also reduces pre-launch costs against which no sales can be applied.

Step 2

Carefully Match the Right Tool to the Client's Specific Need(s)

Once we have a clear understanding of our client's needs and issues, we begin to apply and customize our tools as appropriate. Synergics' two basic tools can be applied to dozens of needs but four that stand out and warrant comment are:

Overall Business Exploration

One of the key strategic concerns when exploring new business opportunities is the need to have them match three criteria:

- Your firm's overall business requirements and financial/marketing goals,
- Your firm's capabilities and resources
- Market openings and needs.

The objective is to find potential products, services and technologies that "overlap" all three areas, as illustrated:



Strategic Fit

With a Business Exploration need, we help companies find new business opportunities that provide this necessary overlap. The first step is to develop a clear understanding of both a client's business objectives and current/projected capabilities. Once these are clearly articulated and agreed upon, the approach can answer such questions as: "How can we leverage our competencies and assets to create significant new opportunities?" "What markets and directions make the most sense for us to pursue?" and "How prepared are we to enter new markets or categories?"

Then, using appropriate Opinion Leaders and a comprehensive iteration process, the firm's competencies and technologies are investigated and discussed within an intense, market-driven framework.

For clients with preliminary new product and business concepts, Synergics works with Opinion Leaders to develop answers to critical questions like "Does the world really need this?" "For which markets and market segments would it be of considerable value?" and "What's the value of this business concept to my company?"

At the completion of the process, clients have a real sense of the potential value of new business directions and concepts and recognize the key issues that must be addressed before the launch of commercialization. In addition, Opinion Leaders provide the means for pre-validating concepts, allowing clients to reject low potential ideas very early in the process, thus saving significant time and costs.

Broadly Defined Situations

Either tool is used, but the choice of Explore Discover™ predominates when a new business project initially focuses on a large number of markets and segments, and is aimed at converting future market trends and needs into new business and product strategies. This tool can also be employed to generate a broad assessment of business potential, the relative uniqueness and competitive advantage of multiple new business concepts, and new or under-marketed technologies, products or services.

Narrowly Defined Situations

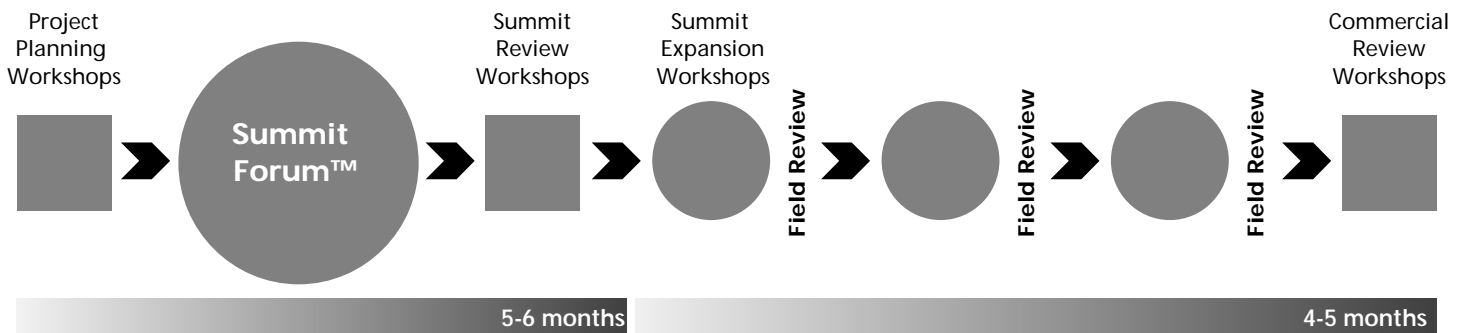
Either tool is designed to gather highly focused market intelligence for assessing market potential; identifying customer prospects and/or alliance partners;

and then assisting clients to launch commercial relationships with the most promising candidates. They are both suitable to situations where the objective and market can be very narrowly defined and targeted. Tool choice will depend on the number of OLs to be engaged, and the level of direct competition and thus conflict of interest between OL's firms.

Extremely Rapid Commercialization

Here Synergics' signature tool, the Summit Forum™, is predominately used for very rapidly assessing, targeting, structuring and commercially launching new or underutilized products, systems, services, technologies and entire new businesses. Summit Forums™ are also used to identify companies, technologies and other strategic assets for license or purchase; and to shape, validate and launch new businesses in domestic and international markets.

Summit Forums™ are highly structured, and disciplined. These start with the development of a thorough understanding of the opportunity at hand, and ends with sales and partnership-generating commercial negotiations and actions with prospective customers and alliance partners. A representative process flow chart appears below:



Summit Forum™ based Accelerated Commercialization®

Step 3

Implement Appropriate Activities

Each of our tools is designed to provide the strategic information a client needs to make accurate assessments and decisions about a particular objective – and the tangible results needed to accelerate the creation of new business. To ensure that we provide results with maximum value, we undertake a series of well-defined and highly disciplined steps.

These work steps comprise a project action plan and typically include:

- Project Planning Workshops with client management teams
- One-on-one Exploratory discussions with Client personnel and OLs
- Comprehensive (preparatory) Briefing Packages for Opinion Leaders
- In-depth discussions with Opinion Leaders from sectors with the highest opportunity
- Opinion Leader based market intelligence development... the market's view of what it will take to be successful

Depending upon the clients need and/or the market's receptivity, these steps may also be included:

- Targeted Summit Forum™ with appropriate business Opinion Leaders
- Sales, Market or Alliance Development Workshops with OL's and their management teams

Involving Opinion Leaders in these highly disciplined and very detailed activities forms the basis of *Accelerated Commercialization.®*

The process ensures that you:

- Obtain the specific information needed to accurately assess opportunities and make critical new business development decisions
- Gain access to market-leading companies to launch sales and other commercial actions.

The result is faster, more profitable new business development.

We will be happy to provide additional information and explore how Synergics can help you develop and execute a successful Accelerated Commercialization® initiative.

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