

Why would anyone want to spend

a few days sharing ideas

with some of the world's

most accomplished people

from some of the world's

most successful companies

in some of the world's

most beautiful surroundings?

This is a bit of a loaded question, we admit...

...but the fact that *you* might want to spend time discussing new products and technologies with other business executives makes you special to Synergics and, more importantly, to our clients. Your interest and level of achievement indicates that you are one of a rare breed of people that we call Opinion Leaders (OLs for short).

What is an Industrial Opinion Leader?

You and other OLs are the innovators, early adopters and, in many cases, the visionaries of the business world. Like almost all good managers and executives, you are constantly looking for ways to enhance the profitability, market position and shareholder value of your company. What sets you apart is your willingness to go outside your own department, company and even industry to find the new technologies and products that will help your firm maintain its competitive edge.

Why are Synergics' clients so interested in what I have to say?

Our clients have developed new products, technologies or services that typically require many years and many millions of dollars to commercialize. To improve the odds of success, reduce cycle time and increase profitability, these companies recognize the tremendous advantage to be had by gauging the "pulse of the marketplace" before developing business directions or attempting a commercial launch. That's where you come in.

How does the process work?

The flagship Synergics approach involving OL Panels is the Summit Forum™, a part of Accelerated Commercialization®, used to rapidly assess, target, validate and shape, even fund new businesses. The Summit System is also used to support long-range strategic planning and to identify companies, technologies and other complementary assets for growth or diversification.

"There's a tremendous incentive to participate, since you're bunched together with lots of experts. You can apply a lot of learning once you get back to work."

—Dr. Ramon Llenado, Group VP and Chief Technical Officer, The Clorox Company.

"Your concept is a winning one for companies that have technologies available and don't know where to start with their marketing efforts."

—Dr. J. de Wit, Manager, Research & Development, Akzo Nobel

Who are the Industrial Opinion Leaders?

Synergics Summit Forum™ panelists have been recruited from leading companies like these:

- 3M Company
- ABB/Daimler-Benz
- Akzo Nobel
- Albert Fisher Group
- Avery Dennison
- BASF
- Baxter Healthcare
- Bechtel Corporation
- BMW
- Burlington Industries
- Carrier Corporation
- Dana Corporation
- Dell Computer
- Dole Food
- Dow Chemical
- Dupont
- Dynoplast Elbatainer
- Edeka Fruchtkontor
- FMC Corporation
- General Electric
- HB Fuller
- Hoffmann-LaRoche
- Ingersoll-Rand
- ITW
- James River
- Jefferson-Smurfett
- Johnson & Johnson
- Kimberly-Clark
- Kraft, Inc.
- Ladd Furniture
- Magna International
- Marine Colloids
- Nalco Chemical
- Neste Oy Chemicals
- Northrop Grumman
- PPG Industries
- Rhône-Poulenc
- Robert Bosch
- Sandoz
- SC Johnson
- Sherwin-Williams
- Siemens
- Steyrermuhl Papierfabriks
- Texas Instruments
- Textron, Inc.
- Toro Company
- Voith
- Wendy's International
- Weyerhaeuser
- Whirlpool Corporation
- WL Gore & Associates
- Xerox Corporation

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The process begins with a thorough situation analysis and technology review, conducted by Synergics and its sponsoring client. High potential industries, markets and applications are chosen by matching the new idea's functional performance and value characteristics with known marketplace needs. Then, the leading innovative companies within the highest potential markets are identified, and the primary technology and R&D leaders from these firms are contacted and invited to become panelists in the formal 1-2 day Summit Forum™

A typical Summit panel includes 12-15 participants, each of whom represents a different company and sector. Summit panels are comprised of business and technology executives from around the globe, representing some of the world's leading companies in fields such as electronics, automotive, advanced materials, consumer products, appliances, aerospace, chemicals and pharmaceuticals.

Just prior to arriving at the Summit (which is held in a resort locale), panelists receive an extremely detailed review of the technology or product in question. Following an initial evening of introductions and orientation, participants get down to business, working through an informal, yet highly structured, series of meetings.

During these meetings, the product or technology in question is reviewed, analyzed and discussed from the business perspective of the participants. Many times, panelists' perspectives are so insightful that they force sponsors to modify their proposed offerings or even to completely re-think their product concepts.

As you might expect, the proceedings are videotaped for analysis by Synergics and later review by the sponsoring company. Synergics creates a comprehensive transcript and database that may be thoroughly indexed by subject, participant and critical reaction.

What's in it for my company?

Participating in a Summit can provide your firm with the opportunity to learn about new ideas and technologies before your competitors are aware of them. Heightening this advantage is the fact that you'll have first crack at using these technologies or products.

When panelists feel they are interested enough in the product or technology to pursue it further, Synergics organizes a series of workshops in which executives from both panelist and sponsor companies meet face-to-face and explore ways in which to work together. The results often lead to a variety of commercialization activities, including joint ventures, strategic alliances and sales agreements.

Since the process starts by having the right people involved from the beginning, relationships get started faster and products get to the marketplace faster as well. Since faster time to market with the right product is a critical means of enhancing profitability, Accelerated Commercialization® provides a key benefit to both our client sponsors and to those panelists who pursue relationships with them.

What's in it for me?

Besides providing the potential for competitive advantage, Summit Forums™ are intellectually stimulating, offering you significant learning and networking opportunities. The chance to discuss your ideas openly with leaders in industries different from your own can create valuable insights and new ways of looking at old problems.

Given the nature of the facilities we use, you'll also have time to relax a little and enjoy some beautiful scenery and weather. (While we realize that this isn't a primary motivator, it certainly doesn't hurt. In fact, it's not unusual for panelists to stay an extra day or two in order to get in a round of golf or a few sets of tennis.)

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"One of the best things about the Synergics experience is how mutually beneficial it is for both the sponsor and the participant. I provide valuable marketing feedback to them and they provide me with brand new opportunities to take back to my internal network."

—Fred Mahler, Advanced Materials Applications Manager, Dana Corporation

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"I was proud to represent the lawn and garden industry in the Summit I attended, and was in awe of many of the participants. Here was the top R&D guy from BMW, who had flown all the way across the Atlantic to attend this meeting, sitting next to me. What a networking opportunity!"

—Joseph Walto, VP, Corporate R&D Director, The Toro Company

What's the bottom line?

As a Synergics' panelist, you will be among the first to learn about significant new technologies, products, other opportunity. You will do so by being thoroughly briefed about the concept in question and by sharing with, and learning from, other Opinion Leaders like yourself.

You will then have the opportunity to more thoroughly explore adoption or funding then opportunity by holding commercialization discussions with its sponsor. The experience is both personally and professionally rewarding, and just as important... it's fun!

"If I had a chance to attend another Summit in the future, I would. I appreciated the opportunity to describe our needs directly to the material producer and to understand the needs of both our suppliers and companies in completely different industries."

—Dr. Rudolf Stauber, Director,
Central Materials Research, BMW AG

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