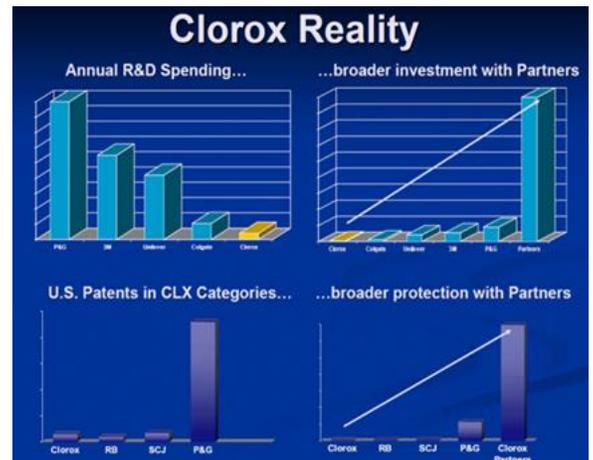


Open Innovation Help Desk

“Leaders have to act more quickly today. The pressure comes much faster” –Andy Grove

“No man is an island”—“Two heads are better than one”—sayings we are all familiar with. They both stand very true when bringing a new concept to the market. In the environment of Open Innovation, they are especially true. Ask yourself—is your organization being pushed to deliver more with fewer resources? Do you need access to external resources to further your R&D initiatives? Would you like to inject new ideas into your programs which will energize your organization? Can Open Innovation save time and money? Is Open Innovation a buzzword or does it have real potential for your organization?

Clorox tells the story of the power of partnering. Clorox, on its own has the lowest annual spending on R&D than their competitors. However, once the investment on spending includes the partners Clorox works with, the story changes significantly. They far outspend their competitors on R&D. The same is true when you look at the number of patents acquired by Clorox. Standing alone, they have the least amount of activity, compared to their competitors. Once you factor in the partnerships they have developed, the numbers flip the other way. Does your company have a similar story to tell?



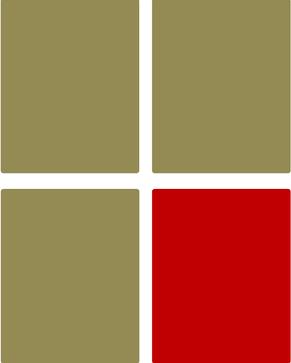
“It’s about hooking people up. It is exciting to bring new partners and adjacent technologies to revitalize our Client’s innovation portfolios.” –

*Phil Smith,
Senior Program Manager,
ITECS*

Our Service

ITECS can help you with your open innovation initiatives. In our journey to understand best practices for open innovation, ITECS has interviewed over 150 companies to find out what has worked and what has not worked. From this study we have compiled some of the best tools and processes in the industry to find the technologies and partners that you need, and we also conduct due diligence to ensure that the solution is a good fit. Our databases and networks are the envy of any CTO or new business development executive. These tools provide a window into the public, private and academic sectors. Whether you need access to commercialization partners or help discovering technologies that are available to license, we have the resources at our fingertips.

Our Tools



While crowdsourcing has its place, ITECS uses more of a targeted process to identify technologies that are applicable to the client's technology of interest, uncovering not only technologies in direct line of sight, but also uncovering adjacent areas of application.

The first step of this targeted process is to leverage our databases, both our proprietary database and databases that we license. They provide an effective tool to understand a landscape and identify adjacencies. For example, we worked with a client that was looking for help with accelerated maturation for their spirits. We used a commercial database, Inno360, to uncover 250 patent families for fermentation, acceleration and alcohol, which we narrowed down to five projects. We found applicable technologies in various federal agencies, like the DOE and the USDA – none of them in the mainstream of alcohol fermentation. The opportunities we uncovered were in areas of composites, biofuels, coatings and other diverse technological areas, all involved with enzymes. Through our work, we were able to provide our client with several new directions that they could take their technology.



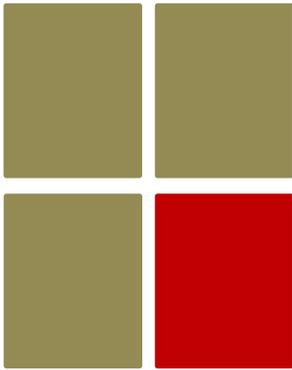
Once we identify a landscape that has potential solutions for our client, we leverage our network of experts and interview thought leaders in those areas. For example, we were working with a lubricant company that wanted to understand the power generation market. We leveraged GLG, a professional services network, to find and secure specific talent to address questions about the emerging markets. Between the landscape mapping and the interviews with the thought leaders, this client was able to understand what sort of unmet needs there were in the region and introduce new products that allowed them to be competitive.



Our well-developed networks in the public arena also provide immense value to our clients. The public arena, being fifteen to twenty years ahead of the private sector in technology development, offers one of the best areas to find emerging technologies.



For example, to assist a client with their new paint technology, an antimicrobial paint that would remove pathogens from the air, we leveraged our database to see what federal entities were funding this type of technology and which, if any, other research groups were receiving awards for the technology. Our search results pointed us in the direction of the Department of Defense. Leveraging our network of national laboratory scientists, we learned that the U.S. Navy scientists were working on a similar technology to combat anthrax and found a good fit for our client in that agency. Our efforts garnered \$3 million for our client to further develop their technology, as well as laid the foundation for them to develop additional partnerships with universities and non-profits.



To ensure a comprehensive look at the landscape and to provide the best possible solutions for our clients, we look from the bottom up and from the top down. Not only do we look for solutions that can solve the specific challenges that our clients bring to us, but we also understand emerging trends and technology that allow us to bring new opportunities to our client.

For example, there is a tremendous investment made in non-petroleum based products in both the private and public sectors. Companies would be remiss not to monitor what is going on in that trend and determine whether this footprint belongs in their technology portfolio. In addition, the federal government is investing more than \$1B in advanced manufacturing through 10 different hubs across the country so far. The question needs to be asked whether this sort of investment will eventually make existing manufacturing processes obsolete. Our top down look provides the tool to uncover these emerging trends and examine the potential opportunities and threats that they could bring to the table.



How We Work Together

There are four steps to the Open Innovation Help Desk service.

The first step, performing a landscape analysis, consists of conducting market research to see what is happening in the technical world, as well as leveraging our databases to identify disruptive and emerging technology and trends. This gives us a good idea of what markets hold the potential technologies or opportunities that might prove of interest to our client. Once we have this information, we get a view from our client whether these potential opportunities or technologies are of interest.



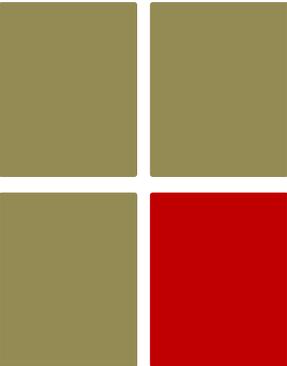
The second step, an external analysis, entails the interview of external thought leaders in the fields of interest. These interviews provide a deep understanding of what is happening in the marketplace, illuminating the value of potential technologies or opportunities. During this stage of the process, additional opportunities or technologies are brought to light, ones that were not uncovered in the landscaping process.

The third step in the process, the opportunity analysis, consists of assessing which uncovered opportunities would be best for the client. This includes a SWOT analysis on the opportunities. We review this assessment once again with the external thought leaders, having them qualify the strategy we have developed.

The fourth and final step, providing recommendations, is where we work with our client to determine what their next steps should be. This might include ITECS approaching the potential partner or the client picking up the ball from here.



Case Studies



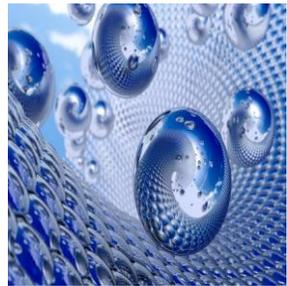
Adjacent Markets –An automotive components manufacturer, wanted to bring their technology to adjacent markets. After a thorough analysis by ITECS, in which we assessed the markets, evaluated numerous technologies and their applications, as well as the specifications of the technology and located a number of target companies, our Client selected and actively pursued two licensing opportunities.

ITECS helped the Client understand the value of converting to the new technologies, as well as identifying companies who would purchase those technologies. Out of six options ITECS presented, the Client actively pursued 2 licensing deals.



Securing Technologies – Several large consumer goods companies came to ITECS who were looking for technologies and partners to advance their core platforms. To meet this challenge, ITECS explored the external landscape for opportunities, and created a framework to down select the opportunities that had the best fit for our Clients. We screened the technologies and performed some internal vetting to bring to our Client their best options. In addition to locating and vetting the opportunities, we served as an external source to perform due diligence of the technology, keeping our Client as an anonymous party during the inquiry.

We secured three technologies for our Client for internal testing within a 6 month period.



Nanotechnology Niche – A medium sized materials company who had developed a filler nanotechnology wanted to bring that technology into the drug delivery/drug discovery market. ITECS followed the National Nanotechnology Initiative to assess the market and understand the emerging technologies. We connected the Client with thought leaders in the nanotechnology arena, and used our network to understand the market space. We performed an Intellectual Property Mapping process to further understand the space.

The Client started work in a collaborative program to develop their technology in the desired markets.

Finding New Markets –A large lubricants client wanted to understand adjacent markets for their technology. ITECS performed IP mapping, which identified windmills as a viable new application for their technology. ITECS followed the money to discern who the thought leaders were in the windmill industry. Our efforts provided a brand new market for our Client.

Anti-counterfeiting – Our client wanted to get into a new application with their technology sooner than later. They were looking to find partnerships for both the technology development and market penetration. ITECS followed the money and patent applications to find thought leaders in industry and academia.

ITECS found a partner in both academia and business to allow the anti-counterfeiting application to be quickly commercialized.

Who We Are

ITECS can help you get over the hurdle of taking technology from research into product development. We are solution seekers that can help you find technology, partners, funding, opportunities and assisting in developing and implementing an innovation roadmap.

What We Do

Our services include:

- Road mapping
- Open Innovation Help Desk
- Leveraging the Public Sector
- Benchmarking

We can be the best resource to deliver on your growth agenda—providing deep experience and expertise and resources to help make the venture roll smoothly, and an external perspective of which path is most appropriate for successful technology development.



Our Tools

We are organized for success. We have a core group of technology and new business executives that are great solution seekers. They will understand your needs and bring in a variety of tools and resources to find the best solution. The tools we leverage are:

- Targeted process to find solutions
- Commercial and proprietary databases to map the landscape
- Technical and marketing subject matter experts from academia, industry, and the public sector
- Top down approach allowing us to identify emerging trends and technologies
- Understand how to leverage the public sector
- A proprietary review process

Why We Do It Best

Our people are the best in the industry because they:

- Have backgrounds in R&D and understand the barriers to Innovation. We don't care much for barriers.
- Know the marketplace and the technology—we can fashion a winning strategy for success
- Facilitate hundreds of industry, government and academia collaborations—we build innovation ecosystems.
- Support a client base of F500 companies in every industry vertical; our clients are responsible for over \$700B in combined revenue.
- Have access to a broad range of decision makers in the commercial sector, the government agencies and in universities.
- Customize our services to best fill our Client's needs and culture. We become part of the team.
- Roll up our sleeves and work the nitty-gritty, from negotiating deals to writing powerful proposals.
- Turbo charge the commercialization process by finding technology, partners, funding and developing the business case.

We love what we do—we love to be part of moving technology forward, where it can create solutions to make all our lives better. Let us put the ITECS to work for you. One meeting is all that is needed to determine whether there is a match between your growth objectives and the value that the ITECS network, expertise and resources can provide.

For more information, contact Barbara Felton, at 404-376-8192, or bfelton@itecs-innovative.com