

Tools to Get the Job Done

“Coming together is a beginning; keeping together is progress; working together is success.” – Henry Ford

ITECS can help you get over the hurdle of taking technology from research into product development. We are solution seekers who can help you find technology, partners, funding, and opportunities, and assist you in developing and implementing an innovation roadmap. ITECS can do this better than anyone because we have invested in the right people and the right tools.

Our people all have technical backgrounds —living, eating and breathing technology innovation on a daily basis. We not only understand technology —we understand both emerging trends and the competitive spaces where technology can flourish, providing us with a market savvy that prevents our Clients from chasing down rabbit holes. ITECS has access to a broad network of subject matter experts outside of our core team in a broad range of technology and marketing areas. We have the advantage of leveraging these experts when we need them, providing a cost-effective source of expertise and connections – at our fingertips – in a moment’s notice.

People are only half of the equation, however. Without tools, ITECS would not be able to solve your innovation challenges effectively. Therefore, we have invested time and money in understanding what some of the most innovative companies were doing around innovation. By interviewing over 150 companies, we have compiled the best set of tools and processes in the industry to not only find the technologies, partners, funding, and opportunities, but also to develop technology roadmaps. Our databases and networks are the envy of any CTO or new business development executive, providing a window into the public, private and academic sectors. Wherever your innovation challenges might lay, we have the resources at our fingertips to find a solution.

The tools that we have incorporated into our services are versatile and can be custom tailored to be effective across most of our services. In fact, they are usually used in different ways throughout all of our services, providing the foundation to nail down a solid solution.

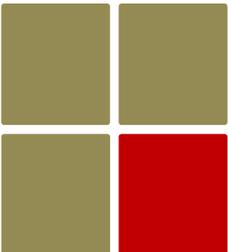
Our Tools

Targeted Approach: 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. In this process, we first identify the spaces where your technology exists in the world, leveraging our own database, as well as external databases. Once we have defined these areas, we leverage our broad network to secure the brain cells of experts in those areas, plumbing their brains to understand the needs and gaps, as well as the potential threats and opportunities anticipated for the future in those areas. After we have a comprehensive understanding of the area, we can pick the best solution for our clients.



“ITECS found several technologies for NCC. They helped us double our revenue with these new growth opportunities.”

–Lou Luedtke, CEO, NCC



emerging technology. This resulted in our client's ability to expand into new regions in the world.

Bottom line –our broad network allows us the access to provide a comprehensive understanding of the areas our clients want to play in.

Top Down Approach: There is more than one effective way to gain a solution. Our top down approach provides a comprehensive view of the landscape of a technological area, identifying areas that provide opportunities that might not otherwise have been identified. With the top down approach, we look at the broad picture first – what megatrends are moving and shaking the world that our client could get strategically involved with to ensure a positive outcome in their technology development – what government agency's missions and technologies could provide a strategic fit for the client's projects. With this approach, we leverage our broad network of experts to understand the landscape and winnow out where the threats and opportunities lay.



For example, there is a tremendous investment in advanced manufacturing that will dramatically change the manufacturing landscape, making some facilities obsolete. Most of our clients were unaware of these activities and how it can affect them. We took a top down approach for several of our clients to see how this initiative could either be an opportunity or threat for their assets. The end results were that we were able to influence how those funds were distributed, giving our clients a competitive advantage.

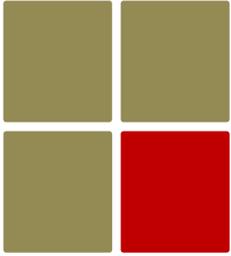


Leveraging the Public Sector: The federal government invests almost one-third of all research dollars in the nation—to the tune of \$136.5 billion in 2015. Leveraging the public sector for funding, partnerships, and intellectual properties just makes sense. It mitigates the risk of developing transformational technologies. In addition, they are usually working on technologies that are ahead of the private sector by a decade or so. Therefore, emerging yourself in the ecosystem can be extremely beneficial in understanding both emerging technologies and market opportunities.



While it is quite advantageous to leverage the power of the public sector, it is also a complicated world to navigate. Fortunately, ITECS regularly helps clients secure and leverage this funding to accelerate their technology, compressing the cycle of ideation to commercialization. For example, a chemical company had technology around protective wear. ITECS understood who the major players were and hooked them up with a clothing manufacturer. ITECS worked with the various government agencies to ferret out their interest in the technology. Ultimately ITECS was able to secure funds for both our client and the clothing manufacturer and both companies had a new commercial product on the market.

For the last decade, ITECS has helped some of the world's most successful companies do business with the government. During that time we have assisted our clients in securing over \$270 million in R&D and capital funds and a half a billion dollars in new product sales. We know this world. We have a broad network that allows us to access this world. We have developed the tools that you need to flourish in this world.



Red Team Review: ITECS is committed to delivering quality recommendations and paths forward to bring products to market. We leverage all the tools we have developed over the years to uncover the best possible solution for your technological challenges. However, as with any undertaking, it can happen that you can be too close to the activity to see it with an unbiased eye. We know this. We know that this can provide a less than comprehensive solution to your technological challenges. We find this unacceptable. Therefore, we developed the Red Team Review, a process to bring in external experts (those not involved in assignment) to assess the completeness, accuracy and power of our recommendations after we have completed the assignment. The Red Team consists of experts who are known for their strategic thinking. They are high level executives who possess a breadth of vision which exceeds the narrow technological field of inspection. They are, let's say, the final filter that we pass our recommendations through before we wrap up an assignment. They are invaluable.



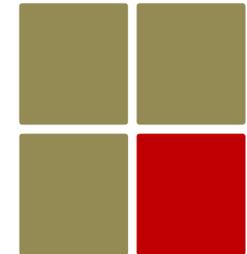
For example, we worked with an automotive company to develop a roadmap for their technology. Once we had finished with our initial recommendations, we brought in our Red Team, a group of experts schooled in this area, to review our findings and validate our recommendations. They found that we were missing some emerging technology that was coming on the market, resulting in our recasting the roadmap to include those technologies.

How We Work Together



A client will come to us with an innovation challenge that needs to be overcome. Our program managers spend time with the client to understand the culture of the client, what challenge they are facing, and what they want to accomplish. Once informed, the program managers call in whatever experts they deem appropriate to guide the solution, tapping into our broad network of technology, agency and market experts. Our core team, along with the experts we access from our networks and the client, all work together, using the tools we have developed, to find the solution that will satisfy the client's quest of uncovering opportunities, identifying threats and/or developing a well thought out plan forward. Once we have completed our initial assessment, and before we deliver our final recommendations, we pass our results through a final filter, the Red Team Review. This review is performed by external professionals, experts in the field of interest, who will provide an unbiased perspective to make sure we have left no stone uncovered.

We are a flexible organization, with a core of highly competent professionals, who can access any number of subject matter experts at a moment's notice for additional guidance. We developed specialized tools to provide a framework for the process, but these tools can easily be customized to meet any client's need, across any industry—and since we have a flexible infrastructure of human resources, our overhead is limited, enabling us to pass on cost-effective solutions for your innovation challenges.



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