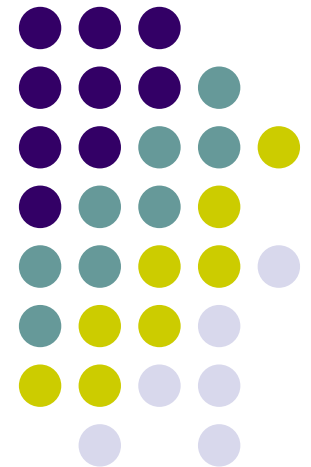


Business Development

An approach for demonstrating
commercial viability





The Process

- Phase I – Prioritized Applications
- Phase II – Conduct Primary and Secondary Research
- Phase III – Personal Visits on Target Companies
- Phase IV – Establish joint development programs
- Phase V – Solidify partner relationships



The Process – Phase I

- Brain Storm Application Fit
- Develop “best bet” application targets
- Process
 - Internal Meetings
 - External Surveys
 - Expert consultations
- Result
 - Prioritized List of Applications Developed



The Process – Phase II

- Validate the target application priorities
- Primary
- Secondary
- Result
 - Quantified market assessment for the identified applications
 - Established application focus



The Process – Phase III

- Customer meetings
 - VP R&D, VP Sales & Marketing, President
- Validate and quantify the size and scope of the opportunity
- Determine probability of success
- Uncover additional needs
- Identify other applications



The Process – Phase IV

- Select target companies for each application
- Establish product testing and evaluation programs
- Incorporate commercial managers from target company into process
- Confirm “value” premise



The Process – Phase V

- Develop partnership relationships with target company
- Begin discussions about long term relationship
 - Traditional sales
 - Co-investment in manufacturing assets
 - License of technology