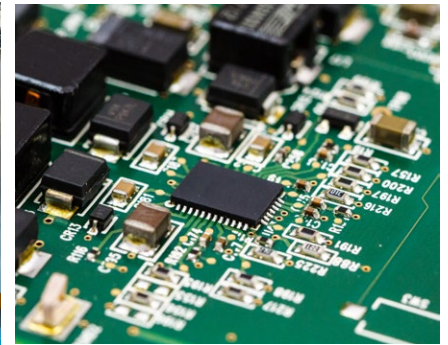
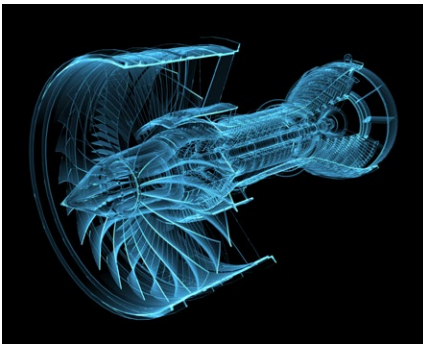


**Every day you make decisions that affect key components in how your company performs.**

**Thintri  
can help**



Thintri offers a range of custom services to assist in meeting the unique challenges your company faces in making important technology- and market-related decisions that will be a key component in developing the strategies that will help your company grow. These services build on Thintri's strengths in assessing industries, companies, the current state of markets and determining the commercial viability of new technologies. Like most of Thintri's work, many of these services rest on in-depth interviews with experts in industry, government and academia.

## How It Works

Thintri's custom projects begin with client discussion to determine the scope of the project, after which a proposal is developed. For projects that, for example, will involve quantification of markets, blank tables are provided that will be filled in during the course of the study. Once the client and Thintri clarify the details on an appropriate scope of work, fees are determined and a final proposal is submitted.

**Technology Assessment, Tech Transfer and Commercialization**  
**Market Analysis and Forecasts | Due Diligence | Competitive Intelligence**  
**Strategic Planning | Trade Publications**

## Technology Assessment, Tech Transfer and Commercialization

Thintri's technology assessment, transfer, and commercialization services include evaluating the commercial potential for technologies in today's marketplace. Thintri has performed such services for clients that include NASA, Motorola, Kodak, General Dynamics, the University of Illinois, and a host of other corporate, academic, and governmental institutions. These projects usually involve a patent or invention disclosure inspection and a literature search on related technologies, followed by a series of in-depth interviews with the most qualified experts (without disclosing confidential information). Interviewees include marketing and executive management at leading companies using such technologies, developers of similar technologies, potential competitors, and others who may have relevant opinions. Interviews with potential users will uncover their needs, requirements, and the features that influence them in their decision to use a particular technology.

In its final report, Thintri can make recommendations as to the proper strategy to maximize benefit from a given technology, whether it be proceeding with manufacturing and sale, marketing it for license, organizing a startup around the technology, or abandoning the technology altogether (due to it being old news, too niche, etc.).

## Market Analysis and Forecast

Thintri also assesses entire markets, with an eye toward determining market dynamics and trends, evaluating supply and value chains, determining market volume and segmentation and their evolution, key suppliers and market share, outlook for the market, and so on.

## Due Diligence

Thintri's due diligence services clarify understanding of the risks and potential impact of your company's activities, whether it be a merger or acquisition, investment in another firm or technology, or any technology-related decision facing your company. Thintri's final report provides an objective assessment of the risks and benefits involved in making the decision, while flagging possible dangers.

## Competitive Intelligence

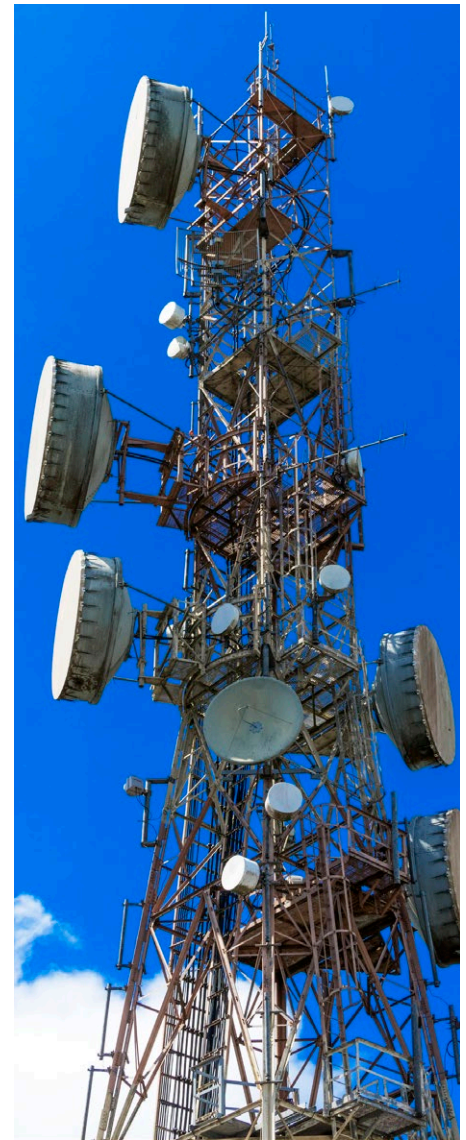
Competitive intelligence is critical in forming a corporate strategy. Thintri is well-positioned to support your company's competitive intelligence efforts. This services includes information gathering and interviews with competitors, and consolidating that information into a clear, broad picture of the competitive environment that can be incorporated into your strategic planning.

## Strategic Planning

Thintri can provide long-term views of your business in relation to important risks and evolution in the current marketplace, highlighting the value proposition involved in planning, evaluating the role of core competencies, and optimizing decision-making.

## Trade Publications

Thintri can also prepare articles for trade publications that highlight areas of interest for your company or provide information on your company's recently developed technologies. These articles are written for a broad audience and provide an in-depth view of your inventions and products, placing them in the context of your company's fields of endeavor and the overall industry landscape. All this is done without the appearance of being an advertisement, but rather an industry-specific look at new technologies that offer advantages to businesses everywhere.



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