

Commercialization Approaches for Iranian Engineering Technologies in the United States

Mr. Keith Johanns
Managing Director
Quids Ltd

February 20, 2007

Common Commercialization Approaches in United States

- Licensing
 - Upfront Fee and Ongoing Royalties
 - Fully Paid Up, i.e., Patent(s) Sold
- Startup Company
 - New Company (NEWCO)
 - Joint Venture Company

Key Sections in Creating a Commercialization Business Case

- Technology
- Markets
- People
- Financials

Types of Iranian Engineering Technologies for Discussion Purposes

- Devices
- Processes
- Materials of Composition

Technology

- Intellectual Property (Intangible)
 - Idea, Design, and/or Data
 - Invention Disclosure
 - Patent Application
 - Patent
 - Trade Secret (Know-how)
- Device (Tangible)
 - Proof-of-Concept
 - Prototype
 - Product

Markets

- Customer Need
 - Pull
 - Push
- Structure
 - Existing
 - Emerging
- Size
 - Increasing
 - Static
 - Decreasing
- Geographic Coverage
 - North America
 - Europe
 - Asia
 - Worldwide
- Product Lifetime
 - Standards Driven
 - Capital Intensive
 - Consumables Included

People

- Inventors
 - Reputation
 - Personality
- Collaborators
 - Capabilities
 - Contractual Relationships
- Enablers
 - Intellectual Property Management Companies
 - Venture Capital Investors

Financials

- Investments
 - Internal R&D Expenditures
 - Government Funding
 - Private Investment
- Models
 - Net Present Values (NPV)
 - Return on Investments (ROI)

Summary

- Each business case for commercialization of technologies is unique
- Inventor participation as the technology champion is critical throughout the entire process for commercialization success
- Opportunities to commercialize Iranian engineering technologies in the United States in collaboration with Quids Ltd open for discussion

Contact Information

Mr. Keith Johanns

Managing Director

Quids Ltd

8226 Glencullen Ct

Dublin, Ohio 43017 USA

keith.johanns@quidsltd.com

www.quidsltd.com

+1-614-495-1445 (office)

+1-614-804-3772 (mobile)

