Commercialization Approaches for Iranian Engineering Technologies in the United States

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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
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