

And now,
a word
from our
sponsors.

Some perspectives
on Accelerated
Commercialization[®]
and the use of Summit
Forums[™] from our
client sponsors.

The Accelerated Commercialization® methodology was created to fill a pressing need that clients kept bringing to our attention: Generating a good idea is only a small part of the commercialization process. The real issue is how to refine the idea to better match customer expectations while getting quickly and profitably to market. Synergics then set out to develop tools which could do this job more efficiently than traditional methods.

How well does Accelerated Commercialization® work?



We're happy to say that those who rely on the Accelerated Commercialization® process—our client sponsors—believe it works extremely well, and are willing to say so for the record.

Chuck Swartz, Market Development Manager for Dow Chemical, had this to say about his experience: *“We tracked two fairly similar new technology programs, one in which Synergics was involved and one in which we worked strictly internally. While we started the Synergics project a year later, it is now as far along as the other one. We got this far spending only 20 percent as much money in 33 percent of the time. There’s no question that Accelerated Commercialization® is real.”*

In all cases, the process does much more than provide a simple yes or no answer. It helps keep good ideas on track by showing clients how to modify and enhance them to better fit customer needs. *“Working with Synergics totally crystallized our thinking,”* said a former executive of a major chemical concern

“We actually reformulated our strategy on the spot. We were looking in the wrong place. Now, we’re looking in the right place. Had we used the process sooner, we would have saved two years of going down the wrong road.”

David Millner, Managing Director of Foiltec AG (a high-tech abrasive foil manufacturer based in Winterthur, Switzerland) concurs.

“The process very quickly gives a strong indication if your project is a go or no-go. In our case, we found out that while we had a viable business proposition, we were still a long way from market.”

In this instance, the outcome of the process was fairly unique: Millner and his associates bought the rights to the foil technology from their former employer, \$5 billion Swiss technology giant Sulzer, and formed M-tec to market it.

Another benefit of the process is its ability to help management discover new applications that they had never thought about. According to Terry Montgomery, Vice President of New Business Development for Hoechst Celanese, *“The process opened up a couple of very lucrative potential markets for us. We are currently pursuing a number of them.”* He added, *“Had we not worked with Synergics, I’m not sure we would have the opportunities we now feel we have.”*

Why Does Accelerated Commercialization® Work?

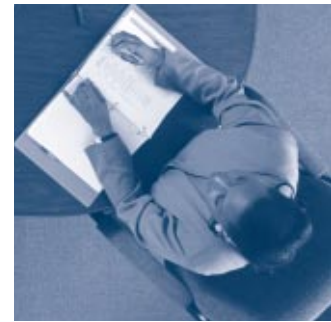
What makes the Accelerated Commercialization® process work is its highly disciplined and focused reliance on gaining both insight and direction from the marketplace. Unlike typical research processes, there are no questionnaires, surveys or customer lunches. Instead, there is a fairly grueling and rigorous series of discussions and/or conferences with people whom Synergics calls Opinion Leaders, or OLs for short.

Opinion Leaders are the trend setters and early adopters of the global business community—the principal technologists, top managers and executives who can actually make commercialization decisions which directly affect the success of our

clients' new ventures. They are the heads of R&D, Technology and New Business Development, etc., of the leading and most innovative companies in the world.

By working with OLs, our clients work directly with senior business and technology decision makers, skipping all of the levels and departments normally associated with the sales and market development process. According to Edward Enjergholi, Business Development Manager for Sulzer International, *"This was the first time I had the opportunity to gather so many opinion leaders in one room. In a couple of hours, we knew where we were standing. Without them [OLs], it would have taken years. The use of*

opinion leaders is one of the best tools in the industry." Adds Bob Henn, Business Leader at W. L. Gore & Associates, *"The proprietary value of the Synergics process is the amount of learning that occurs, as well as the direct access gained to top players in the marketplace."*



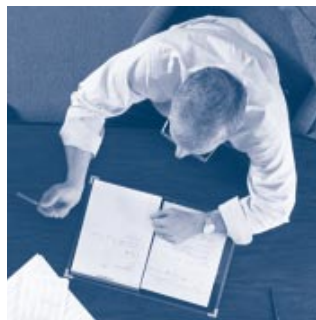
Synergics Summit Forum™... the Initial and Primary Engine Behind Accelerated Commercialization®

Synergics is best known for its Summit Forum™ approaches, which are used to accelerate the commercialization of new or breakthrough technologies; develop new global business strategies; or identify new technologies that provide breakthrough solutions to previously intractable problems. As part of the process, appropriate Opinion Leaders from a variety of high potential, non-competing companies are brought together for a Summit Forum™, 1-2 days of intense discussions relating to the sponsor's objectives and capabilities.

Getting the right people to participate in the Summit process is obviously critical to its success. As Jack Braley, Application Development Group Manager of Dow Plastics, put it, *"I continue to be amazed and impressed with our audience [Summit Expansion Workshop™ panelists] and I believe that*

the positive reception we have received is due largely to having the correct people in attendance...I know first hand how difficult it is to get an audience with this level of management."

Bringing panelists together is only half the battle. Synergics' ability to properly brief them, keep them motivated and on task, and ensure that sponsors receive high quality information and feedback is just as critical. *"There are consultants and*



there are consultants," says Jyrki S. Hakola, Project Manager for Neste Oy Chemicals. *"Most just come in, throw books on the table and then they're gone. What Synergics does is much more valuable. They're more like a partner than a consulting company. Their level of involvement and facilitation skills make sure you get to the bottom line."*

What makes the process truly unique is that after the Summit is over and a comprehensive analysis completed, the sponsoring firm is identified and formal commercialization discussions between prospective buyers & sellers, even funders, are initiated. Thus, the Summit System serves as both a reality check and initial sales meetings for those interested in going further. As you can imagine, the time and money saved by starting these types of discussions so quickly and at such high levels can be enormous.

The Last Word

The power of the Accelerated Commercialization® system is appreciated by panelists as well as sponsors. In the words of panelist Phil Wilson, Chief Technologist of Canadian auto parts manufacturer Magna International, *“These guys get involved with the actual selling, marketing and commercialization. You really get your buck’s worth.”*

B. J. Adams, Division Vice President of R&D for Burlington Industries, concurs: *“This is a tremendous way for a company to find out the value of its products, and a lot cheaper and faster than by going through traditional sales channels.”*

Thanks, guys. We couldn’t have said it better ourselves.

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