

Short, succinct and descriptive title of technology including application

(approx 5-7 words total)

Conference name

Date and

City

Speaker's name

Telephone

E-mail

Name of institute or company

City

Talk outline

1. What is needed in the market?
2. Brief technology description.
3. Stage of development.
4. Who needs it & how many will they need?
5. What is my unique technology advantage?
6. Competitive matrix.
7. How will I beat the competition?
8. Opportunity for joint work.

Proprietary information statement

- The technology material presented in this talk is available for licensing or joint product development.
- None of the slides contain any confidential or proprietary information which would prevent patenting the technology.

Problem Description & Market Need

(What is the problem? Or, What is needed in the market? And, How big is the potential market? What is the disease (if it's a medical talk)?)

Brief technology description

Advantages

(What is my unique and overwhelming technology advantage?)

Experimental results

Stage of development (clinical tests if medical) and international patents

Targeted Market Segment

(Who needs it? How many will they need? What price are they willing to pay, what do they pay now?)

Competition

(Who is my competition? How will I beat the competition?)

Competitive Matrix

<u>Important product or technology characteristics</u>	My company or institute's product	Name of Competitor #1	Name of Competitor #2, etc.
Key Characteristic (a)			
Key Characteristic (b)			
Key Characteristic (c)			
Key Characteristic (d) (usually cost)			

Opportunities

(What I am seeking. Opportunity for joint work. Seeking potential partners and licensees. And, How much will it cost?)

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