

# RHS Consulting LLC

Technology Commercialization  
PESA Annual Meeting  
April 5, 2013  
San Diego, California

# Action Items

- Identify business problems/opportunities to be addressed
- Define how business problem suggests a possible technology opportunity/solution
- Perform market intelligence to define potential
  - Internal
  - External
- Perform technology review to understand competitive landscape and IP

# Action Items

- Define alternate technology solutions
- Select alternate best suited to the technology strategy of the company and the market and IP situation
- Develop prototype
- Prove prototype concept at bench, pilot and field scale testing

# Action Items

- Finalize design parameters
- Analyze commercialization alternatives based on criteria such as technical, financial, strategic value, time to market, IP
- Develop go-to-market strategy/plan including manufacturing strategy
- Deployment