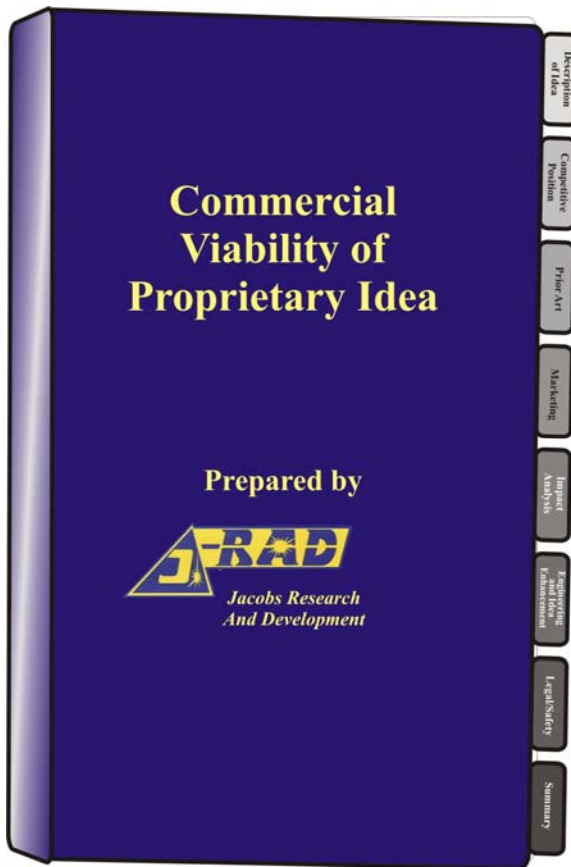


LET US DETERMINE THE COMMERCIAL VALUE OF YOUR IDEA

RECEIVE A FULL REPORT CONTAINING ALL 8 MAJOR POINTS OF EVALUATION

HOW THIS SERVICE WORKS: You describe your idea in a personal interview. If we elect to investigate it, we sign a conditional confidentiality agreement to keep your idea secret. You then fill out a comprehensive form telling us your interest in the commercialization of your idea—from simply licensing it all the way to starting or running a business built on your concept. We go to work and evaluate the commercial viability of your idea. After extensive research, we present the full analysis workbook, approximately 150 pages, as shown below, and in a form fully acceptable to venture capitalists. We discuss your options, and guide you in the direction we believe will lead to the maximum commercial success.

THIS FULL ANALYSIS WORKBOOK ACCEPTABLE TO VENTURE CAPITALISTS



ALL THIS FOR \$745—COMPLETE!

- 1. DESCRIPTION OF IDEA:** Describes your idea in the most generic engineering terminology, which can be used for venture capitalist evaluations.
- 2. COMPETITIVE POSITION:** Worldwide search for any ideas close to yours.
- 3. PRIOR ART:** What is your patent status? It will fall into 1 of 3 levels—from best to worst:
 - a. No one else has thought of your idea, and you can obtain a patent.
 - b. It is in the public domain and you or anyone else can use it.
 - c. It is patented by someone else.
- 4. MARKETING:** An analysis of how your idea should be best marketed: retail, as a service, you license it, etc.
- 5. IMPACT ANALYSIS:** How big is the industry you are entering? How profitable can you become before you get noticed and resistance is offered? At what point will attempts to copy be implemented?
- 6. ENGINEERING AND IDEA ENHANCEMENT:** Engineering/creative expertise applied to upgrade your idea, make it more production-ready (if your idea is a product), and assess how/who best to produce it.
- 7. LEGAL/SAFETY:** In today's world of lawsuits and high governmental regulation, you need to be alerted to those aspects of your idea that would make you vulnerable, and how to go about protecting yourself.
- 8. SUMMARY:** An overall calculated appraisal of your idea in a format that could be taken to venture capitalists who may be interested in investing in your idea.