



**INNOVATIONS  
GROUP  
LLC**

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# FINDING THE RIGHT PROSPECTS TO TALK TO

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Winter Meeting

Pasadena February, 2006

# FINDING PROSPECTS

What Have We Got?

What Can We Do With It?

How Rich Will We Get?

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# FINDING PROSPECTS

*A peasant must stand on a hill  
with his mouth open for a long  
time before a roast duck flies in.*

— *Ancient Proverb*

# PRESENTATION OVERVIEW

- Understanding What You've Got
- Determining Principal Applications / Markets
- Developing Commercialization Strategy
- Identifying Key Prospects
- Building the Sales Case
- Making the Pitch
- Techniques & Resources