



## High-Speed Open Innovation Program

Growth Through Innovation

**113 Industries**

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113 Industries helps companies solve a key component of Open Innovation within 60 days of engagement – “What are the latest globally available technologies, innovations, discoveries and ideas related to the problem we are solving.”

Open Innovation is still a relatively new concept for introducing innovation and has been adopted by only a few forward thinking companies. Most companies are still following the traditional closed processes of innovation that require a high level of investment in internal R&D. In the face of increasing global competition and the ever increasing R&D costs, businesses can no longer be competitive on internal R&D alone: they have to look for new, open modes of innovation.

113 Industries specializes in helping companies implement a key component of this revolutionary innovation practice. We offer companies the ability to get a global view of the entire bench level, emerging and commercially available discoveries within 60 days. Our High-Speed Open Innovation Program offers these key benefits:

- Rapid access to global base of technologies, innovations, discoveries and ideas
- Faster time to market

- Knowledge of competitive landscape, and threats

### High-Speed Open Innovation™

Our High-Speed Open Innovation program is designed for companies looking to introduce new products, enhance existing product lines and improve existing processes without spending decades. We quickly find technologies, innovations, discoveries and ideas that will have a positive impact on revenue while providing a first mover advantage in their industry. Our High-Speed Open Innovation program has three discrete service components:

1. Rapid Global Discovery Review and Analysis
2. Technology Commercialization Assessment
3. Market Opportunity Assessment



### Rapid Global Discovery Review and Analysis:

113 Industries using proprietary technology and process conducts an extensive and comprehensive review across multiple domestic and international databases and sources and leverages its network of universities and scientists to identify technologies, processes and ongoing research that fit the company's specifications and requirements. We also provide our clients with a report based on deliverables in the areas of research level technologies, emerging technologies and commercially available technologies. Among the sources we review are:

1. **Technology Transfer Offices:** 113 Industries searches the websites of over 200 Technology Transfer Offices, including international universities. We leverage our contacts and relationships with domestic and international technology transfer offices. These universities have the top chemistry, materials science and engineering departments in the world.
2. **National and International Patent Databases:** 113 Industries researches seven patent and patent application databases covering over 90 countries. The databases include the USPTO (United States Patent Office), WIPO (World Intellectual Property Organization), iPairs (Indian Patent Information Retrieval System), AusPat (Australian Patent Database), and the EPO (European Patent Office).
3. **Scientific Journals:** 113 Industries researches leading journals and other trade publications for technologies and products including: Science, Advanced Materials, Advanced Functional Materials, Nature Materials, Nature Nanotechnology, NanoLetters, Angewandte Chemie, JACS, Macromolecular Rapid Communications, Chemistry of Materials, etc.
4. **Online Marketplaces:** 113 Industries researches more than 10 online technology marketplaces including iBridge Network, US-EU-Match, NineSigma, and Planet Eureka.
5. **Federal Labs:** 113 Industries explores leading Federal Laboratories including Nanoscience Institute at NRL, Office of Naval Research, Argonne National Lab, Brookhaven National Lab, Lawrence Livermore National Lab, Los Alamos National

Lab, Oak Ridge National Lab, etc.

6. **Industry Organizations and Institutes:** 113 Industries identifies specific societies and associations focused in the stated areas of interest in US and abroad including The American Chemical Society, The Materials Research Society, Chemical Industry Associations.
7. **Industry and Academic Experts:** 113 Industries reaches out to our constantly expanding network of experts that are leaders in their fields.
8. **113 Industries Technology Database:** 113 Industries scours its own internal Technology Database for technologies in the stated areas of interest.

This rapid review is done in a timeline of 60 days and provides the corporate scientists with an immediate overview of discoveries currently available in their space that have the potential to solve their problem. This analysis covers discoveries that span from being bench level ideas to emerging discoveries to commercially available products.

#### **Technology Commercialization Assessment:**

Once the customer reviews and selects specific discoveries of interest, the customer can engage 113 Industries to conduct a comprehensive technical assessment to evaluate the maturity of the technology and its ability to meet production and scalability requirements.

1. **Detailed Description of the Technology:** This includes the background and significance of the technology, new experimental data that supports the technology and brief discussion on the advancements brought by this technology.
2. **Research Team:** You receive the names and affiliations of the research team members that are conducting the research related to the technology.
3. **Intellectual Property (IP) Status:** We report the current status of the IP, who owns the IP, technology transfer potential, and potential IP issues that may arise.
4. **The Technology Readiness Level (TRL):** Based upon NASA's original TRL matrix, this provides a consistent, streamlined framework that can be used to analyze the readiness of any technology.
5. **Production/Processes Impact:** The report contains the adjustments, if any, that will need to be made in order to manufacture the new product. It will also contain any new capital

113 Industries saved tremendous time and money in our search for meaningful growth opportunities that fit both our core competencies and strategic objectives

*Grant Wirth - CEO Kopp Glass*

equipment investment required in order to adopt the new technology.

6. **Application Areas:** We identify proven or potential applications in different industries or niche-markets that may be able to utilize the technology.
7. **Advantages and Disadvantages:** We identify the benefits and advantages of the technology over existing and other alternative technologies and evaluate its technical performance: The report also contains the potential challenges that may be encountered in the commercialization of this technology, including technical risks, and environmental health and safety concerns.
8. **Competitive Landscape:** We include a brief overview of other competitive technologies and companies.

#### **Market Opportunity Assessment:**

The ability to innovate is the most critical part in sustaining a company's competitiveness. Yet many companies fail in successfully commercializing promising new technologies because they find it difficult to translate them into marketable products and services. Our opportunity assessment program enables you to quickly assess the market opportunity before you invest significant time and resources into launching a new product.

113 Industries, using its proprietary tools and processes, conducts systematic market research to help you understand and establish the needs of your potential customers, define the application and estimate the market.

1. **Define Applications:** In this phase, 113 Industries focuses on defining and understanding the specific application for the technology that best meets the needs of the industry. This is especially important for “platform technologies” where there are many promising and potential lucrative applications. This is performed using input from the client and a review of the underlying technology, its unique advantages and capabilities, its challenges and risks and the competitive landscape of alternative technologies. Ideally, this phase follows the Technology Commercialization Assessment.
2. **Expert Opinion/Reviews:** Once an application has been identified, 113 Industries seeks external validation by contacting industry experts such as analysts, industry experts and consultants, potential customers etc. to get their feedback on the need for the application and its viability. It is vital to ensure that there is a demand for the application.
3. **Define Markets:** Once the need and the viability have been established, 113 Industries identifies and selects the most appropriate market(s) to target taking into account various factors including current customer base, market conditions, competition, ease of entry etc. 113 Industries also creates a profile of the buyers most likely to use the application.
4. **End User Validation:** This is probably the single most important aspect of the Opportunity Assessment. In this phase, 113 Industries will research and get feedback from the end users of the application and validate that they will, in fact, use the product and that it will meet their needs and better understand the benefit and value they will receive. 113 Industries will also develop an understanding of the approximate price the market will bear for the product.
5. **Addressable Market/Projections:** Assuming that the application is still viable and feasible, 113 Industries will use industry and financial databanks and resources such as Hoovers, financial reports, industry websites etc. to estimate the addressable market and revenue available for the application in the target market. We also estimate the market growth rate. In addition, we will also find a beachhead for you to enter the market.

**High-Speed Open Innovation is made of these three discrete offerings; you can choose one of them or any combination. Please call or email us for more information.**

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