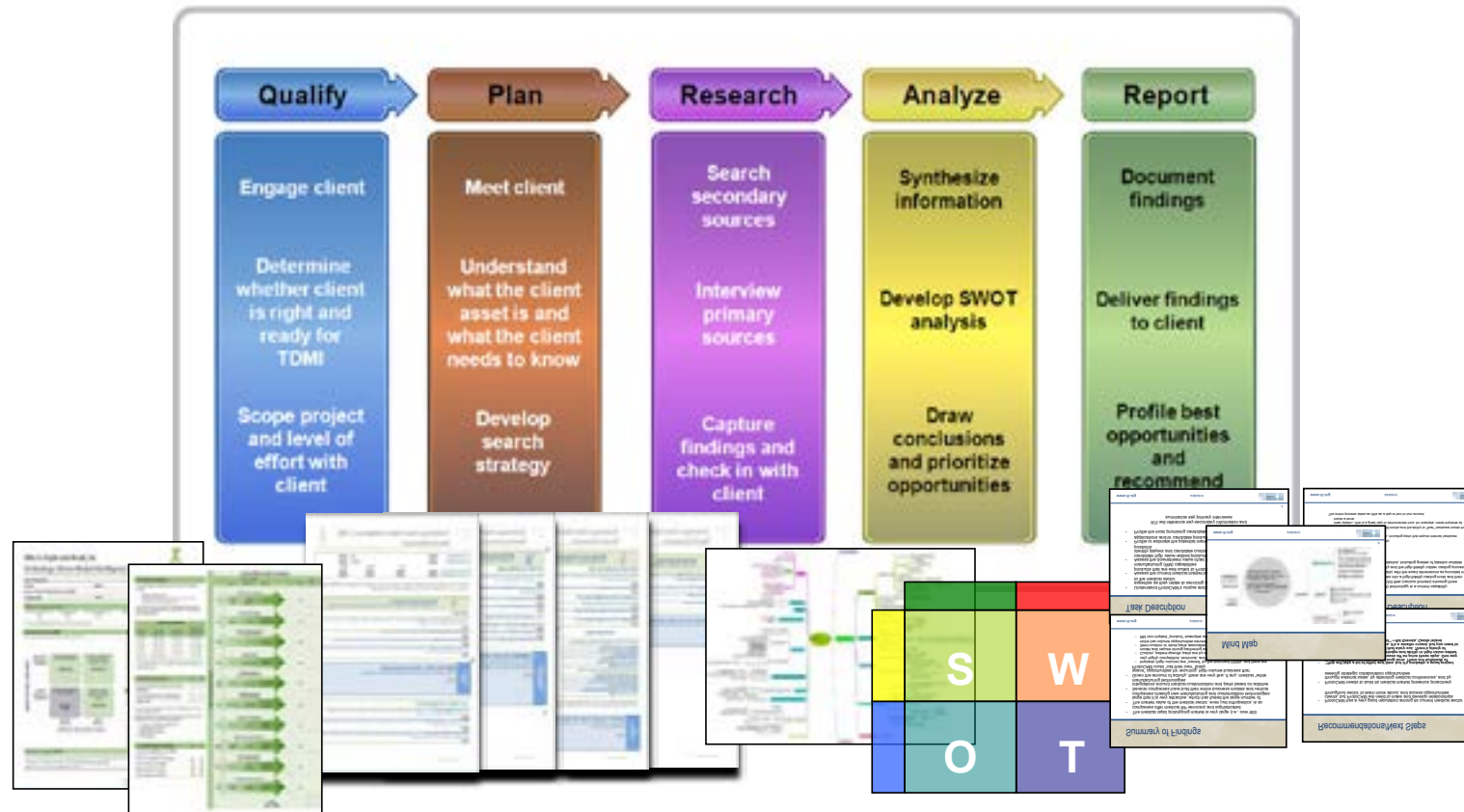


A Proven Process with a Robust Tool Set

TDMI provides a systematic and comprehensive approach to technology focused market intelligence. Specifically, TDMI identifies the benefits and the market impacts related to your company's technology-based asset (e.g., idea, product, process, capability) and provides the customized actionable intelligence you need.



Unlike traditional market research, TDMI directly considers the technical and market viability of your asset and characterizes the associated opportunities and barriers. Through a structured process of desk research and expert interviews, TDMI can provide intelligence such as the following:

- Identifying and characterizing the markets, trends, valuechains, competition, and companies of most interest and relevance to your company.
- Detailing prevailing technical performance and user requirements, and assessing how well your asset meets or could meet those requirements.
- Describing your best options for moving forward with development, partnering, and market entry.
- Filling in other key knowledge gaps your company may have surrounding regulatory, intellectual property, or competitive issues on investment.

For more information e-mail us at info@nepirc.com