



INNOVATION SERVICES

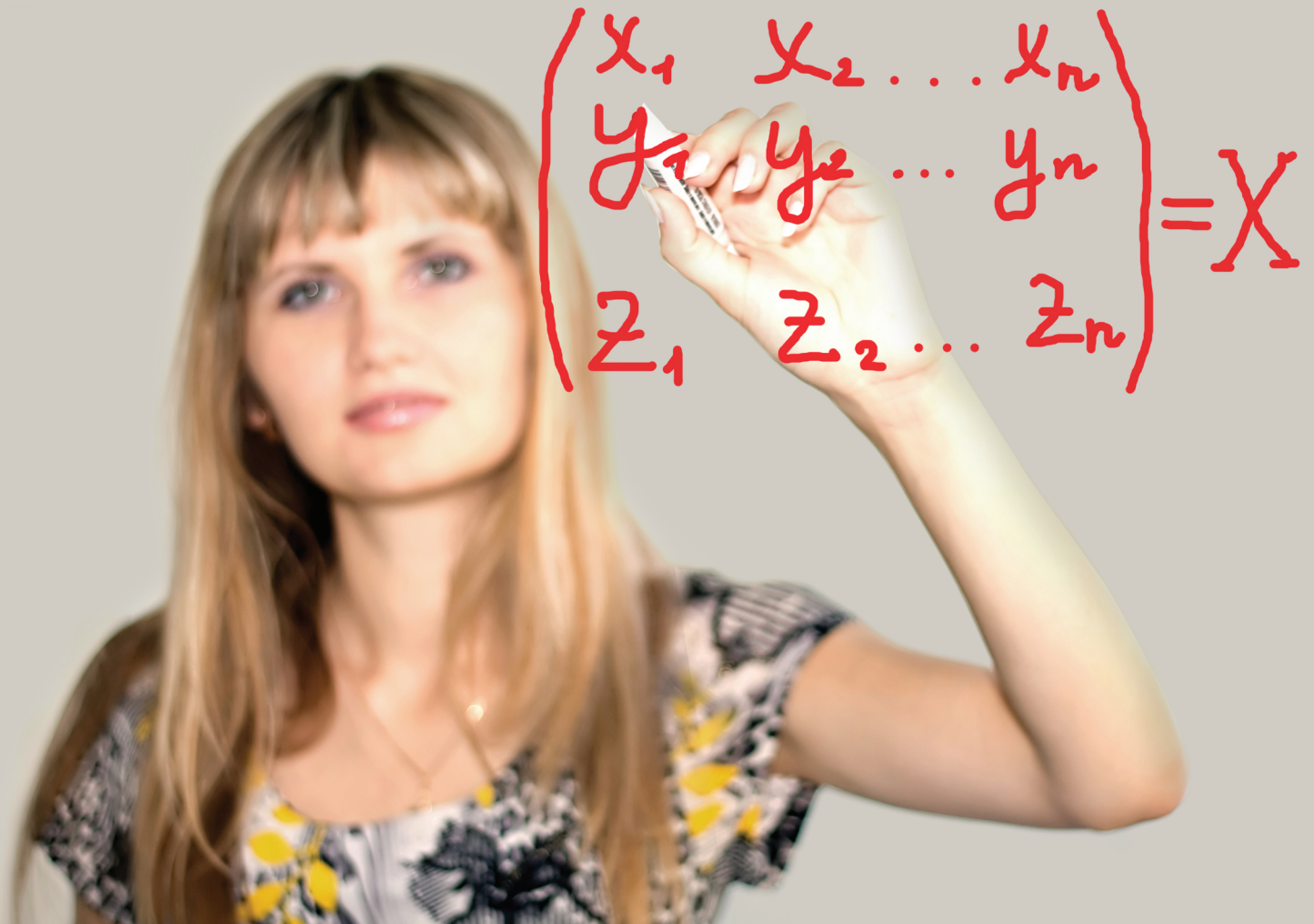
Your Keys to Accelerating Innovative Growth



INNOVATION SERVICES:

- "Tech-Finder"
- Technology Transfer
- Brainstorming & Ideation

Our Innovation Services represent a combination of commercialization expertise, research excellence, and proven processes for road-mapping, technology research, and partnership development that have been applied and refined for your benefit.



THE INNOVATION PROCESS

IDEATION



MARKET VALIDATION



"Once a new technology rolls over you, if you're not part of the steamroller, you're part of the road."

- Stewart Brand

TECH FINDER

In today's environment of shrinking innovation cycles, retaining your competitive edge is a challenge. It often means identifying and acquiring technologies from outside your company. Based on the concept of Open Innovation, "Tech Finder" is aimed at finding qualified solutions right now.

MB is proud to offer "Tech Finder" to help you identify existing or emerging technologies from non-traditional sources. We are connected to national research labs and technology experts around the county. Your next high impact technology may be at a university, national research lab, or in a business in the U.S. or around the world. We have the expansive network and market knowledge to help you find it.

"Tech Finder" supports you in every aspect of the process, from developing an in-depth technology needs profile to identifying entities involved in researching or developing technologies in specific technical areas. Our extensive technical, commercialization, and management experience uniquely positions us to support your technology scouting needs. We are skilled at identifying promising early-stage technologies that create new business or market opportunities.

TECHNOLOGY TRANSFER

MB has relationships with many universities and federal labs that are sitting on a significant number of intellectual property and inventions that may provide the missing link for your product line.

Many times these hidden technologies and expertise can be leveraged to either commercialize, differentiate, or start-up a new or existing product line or business unit.

MB has a network of experts in the universities and federal labs with whom we work with to vet ideas and qualify potential technology fits for your company.

Technology Transfer can be complicated and our experience allows us to greatly improve the speed, efficiency, and ease of the process.

BRAINSTORMING & IDEATION

MB offers a variety of brainstorming and ideation services aimed at generating new ideas for products or processes.

We offer several levels of brainstorming engagements. From the basic 2-hour session to the 3-day intense ideation and evaluation session we offer custom options to fit your needs.

We will design the program to fit your company's style and needs.

Typical results of these sessions can generate hundreds of new ideas for you to consider.

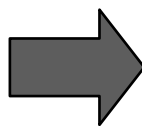
As an added service, MB also offers an Idea Assessments service which is a proven method for evaluating ideas. Our evaluations provide you with all the information you need to either kill or invest in potential new ideas.

BACK-END SERVICES

In addition to the front end services we also offer back-end services. Once you have decided on an idea, new process, new material, or new method, we will step in and handle all of the integration work. From prototype development, to requesting and managing samples, to coordinating and witnessing trials, we can handle it all.

Having MB as the project manager increases your success rate and allows you to remain anonymous until you are ready to disclose your innovation plans.

IDENTIFICATION



**make it
real**



- Immediate Results
- Qualified Solutions
- Brainstorming and Ideation
- Access to Cutting Edge Technologies
- Large Network of Experts
- Implementation & Project Management Assistance



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