

Business Models for Commercialization of Marine Technologies

**Marine Science and Technology
Business Opportunities
November 1, 2007**

**Regional Technology Development Corporation
of Cape Cod**

WHAT IS THE RTDC?

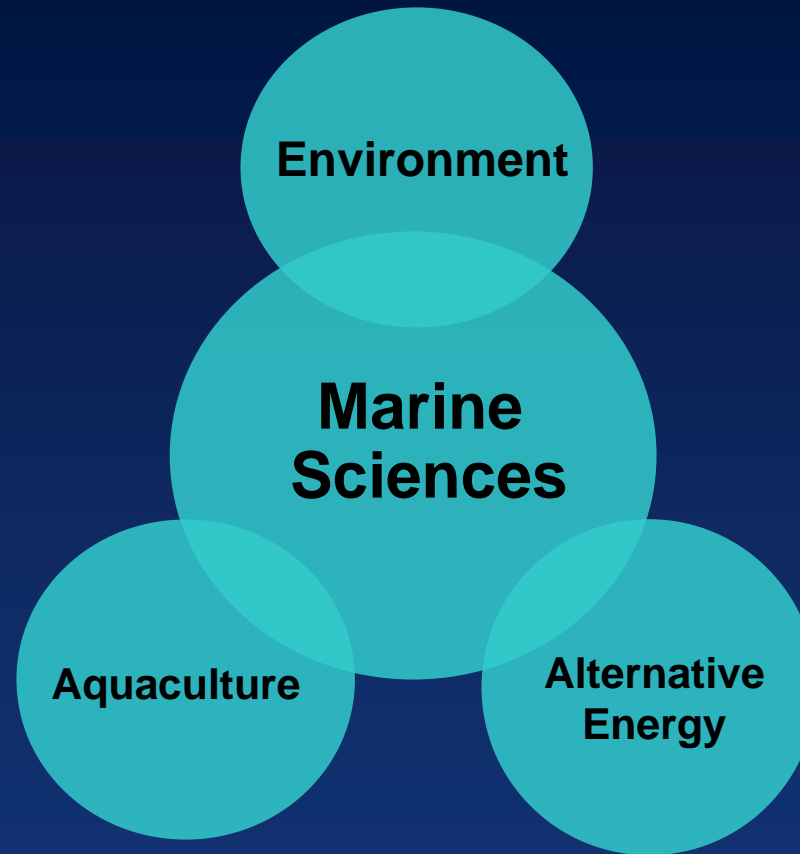
A nonprofit organization focused on creating technology-based employment opportunities by facilitating commercial development of academic-based research to provide the foundation for new companies on Cape Cod and the region

RTDC-Strategic Direction

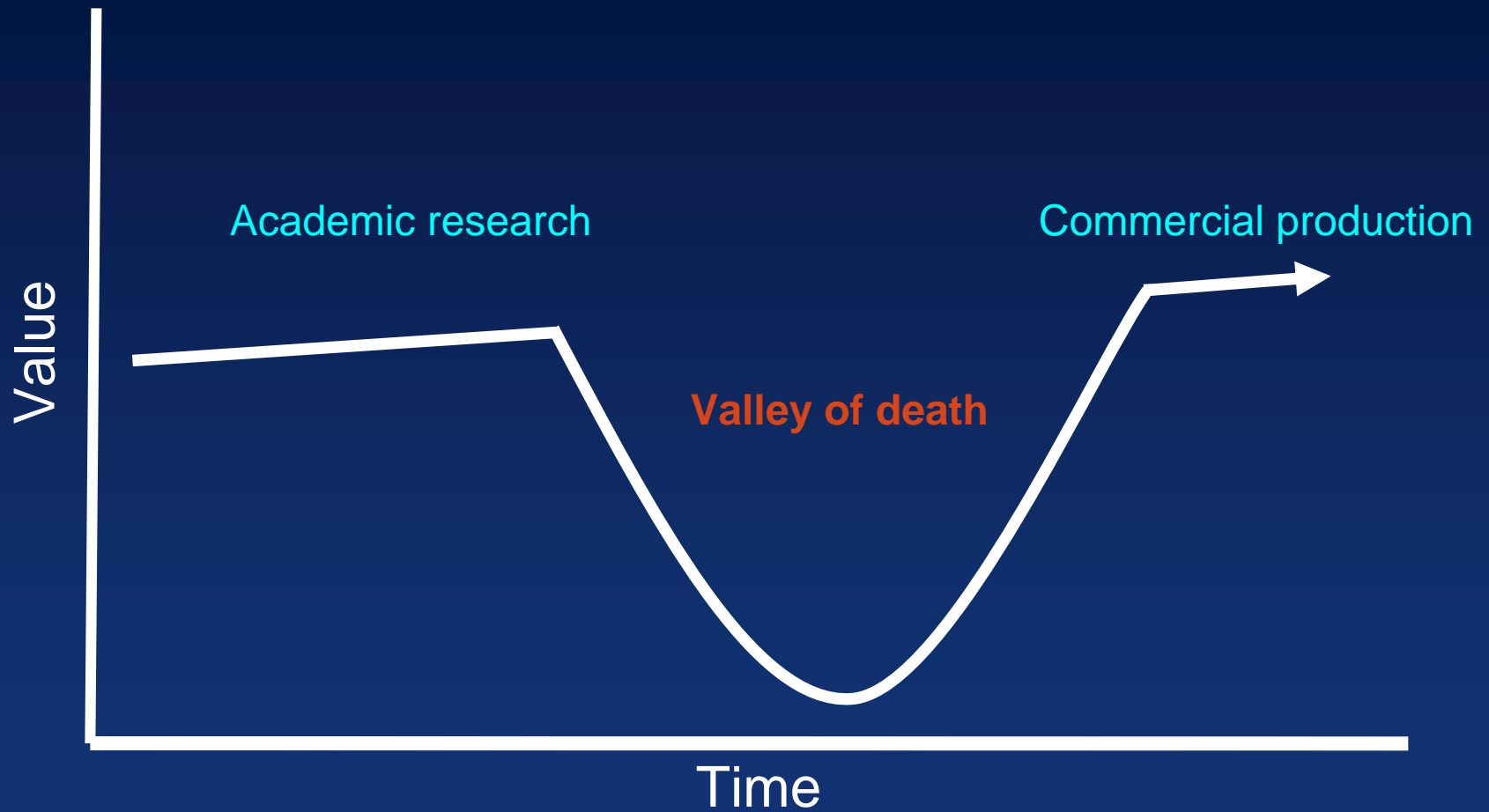
WHY IS RTDC DIFFERENT?

- Establish model for operational process to identify, develop and establish new tech-based companies on Cape Cod and region (Innovation Accelerators—IA).
- Utilize assets prevalent on Cape Cod & region to differentiate entrepreneurial base and commercial focus.
- Identify new collaborating institutions, regionally, U.S. & Internationally to expand access to technology
- Establish database and pro-active searching for “technology fragments” to maximize technology base for incorporation into new companies.

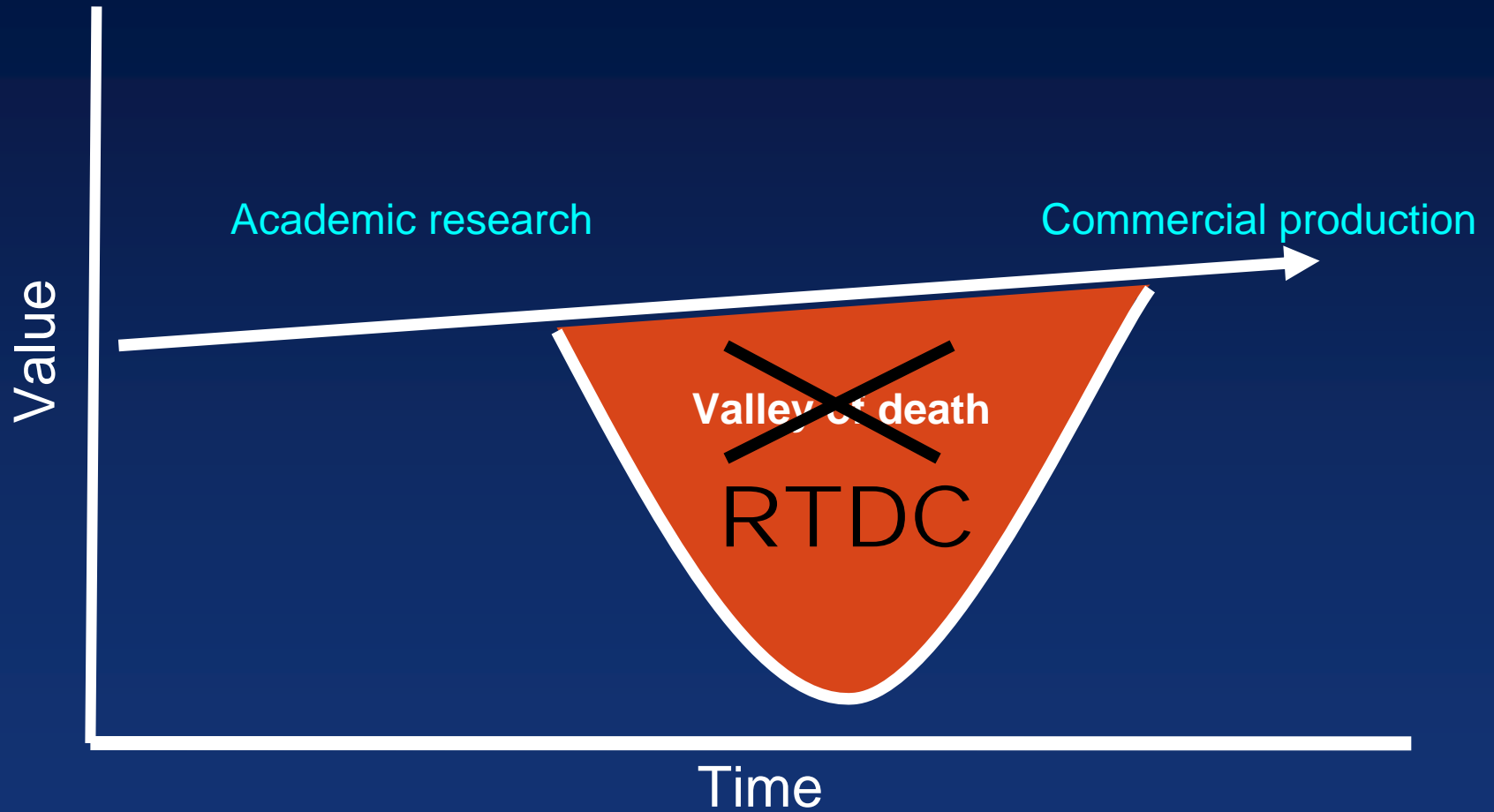
Marine Sciences-Overlapping Disciplines



RTDC: VALUE-ADDED TECHNOLOGY DEVELOPMENT



RTDC VALUE-ADDED TECHNOLOGY DEVELOPMENT



Licensing vs. Company Formation

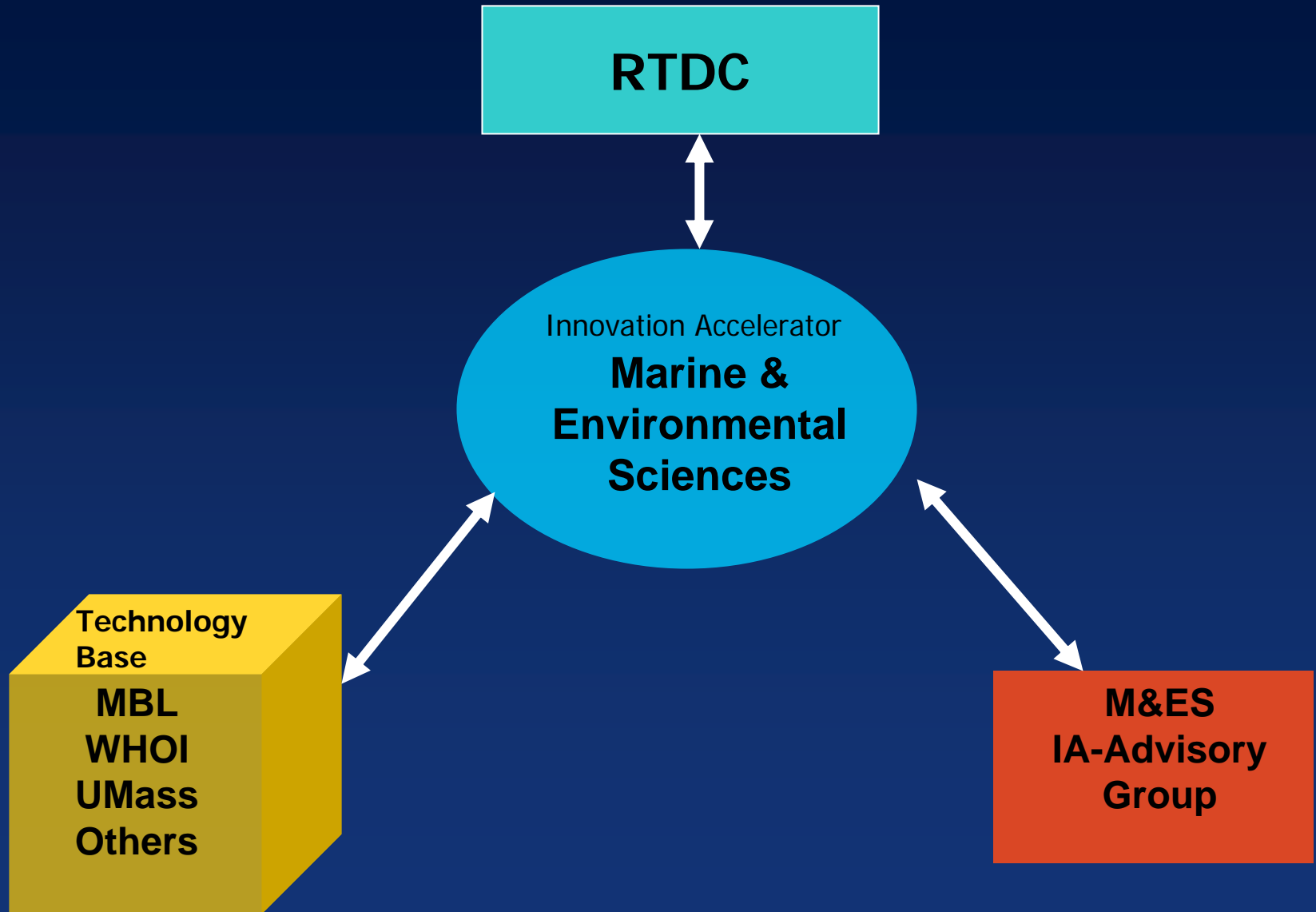
Licensing

- Focused opportunity
- Incremental benefit to existing technology
- Technology fragment

Company Formation

- Robust technology-platform/product
- Preferably proprietary intellectual property
- Addresses “large” commercial need
- Path to market identifiable

Marine & Environmental Sciences-Innovation Accelerator Model



RTDC - MARINE SCIENCES ADVISORY BOARD

- **James M. Glynn**, VP Marine Systems Enterprise, Physical Sciences, Inc., Andover, MA
- **Justin Manley**, Sr. Scientist, Battelle, Duxbury, MA. Editor, Marine Technology Society, Washington DC
- **Hugh Murphy**, Director of Business Development, Purvis Systems, Middletown, RI
- **Gregory Trauthwein**, Associate Publisher and Editor, Marine Technology Reporter, NY, NY
- **Michael Vogel**, Sr. Research Engineer, Shell International Exploration and Development, Houston TX
- Guest experts from other technology areas

RTDC-COMPANY FORMATION PROCESS

Early-Stage Value-Added Activities

- Identify new technology—direct interaction with scientists
- Review the technology for commercial potential with Advisory Board and other market info. sources
- Assemble technology into:
 - commercial entity with technology license
 - identify management & facilities
 - assist in business plan development
 - assist in identifying potential sources of funding

SUMMARY

- Marine technologies are integral parts to other more recognized investment and technology sectors-hybrid.
- Basic research occasionally results in technology with commercial potential.
- Two potential paths include:
 - Licensing to existing company
 - Create new company to develop and market technology
- RTDC supports the formation of companies with business and technical expertise to create new employment opportunities