NINESIGMA OVERVIEW & RELEVANT ASSETS

OFFICES IN USA, EUROPE, JAPAN, AUSTRALIA, KOREA AND CANADA

37,000 + PROPOSALS RECEIVED FROM 116 COUNTRIES

2,500 + OPEN INNOVATION PROJECTS COMPLETED

DIVERSE CLIENTS MULTINATIONALS, MIDDLE MARKET, NON-PROFIT, GOVERNMENT

2 MILLION + SOLUTION PROVIDERS CONTACTED

PROGRAM MANAGER EXPERIENCE: 28 YEARS AVERAGE INDUSTRY EXPERTISE, 150 PROJECTS MANAGED

600 + CLIENT RELATIONSHIPS

EXPERIENCED SEARCH TEAMS

NineSights® REPOSITORY OF NEEDS | REPOSITORY OF TECHNOLOGIES
A SAMPLE OF OUR CLIENTS

PROGRAM DELIVERY IN:
North America • Brazil • South Africa • Europe • Japan • Korea • Australia
OPEN INNOVATION

THE PROCESS OF GOING OUTSIDE YOUR COMPANY’S FOUR WALLS (OR YOUR INDUSTRY) TO FIND OR PROVIDE NEW CONCEPTS, TALENTS AND TECHNOLOGIES.
LET’S TALK COGNITIVE BIAS

The common tendency of filtering input and output through one’s own likes, dislikes, and experiences to acquire, retain, and process information.
ELIZABETH NEWTON*: TAPPING AND RECOGNIZING MELODIES

COGNITIVE BIOS1: CURSE OF KNOWLEDGE

“Here’s the great cruelty of the 
Curse of Knowledge: The better 
we get at generating great ideas—
new insights and novel solutions—
in our field of expertise, the more 
unnatural it becomes for us to 
communicate those ideas clearly”
KARL DUNCKER

CREATOR OF THE “CANDLE EXPERIMENT”
THE CANDLE EXPERIMENT*

*KARL DUNCKER, 1945
NOT THE RIGHT SOLUTION...
THIS IS THE SIMPLEST WAY...
COGNITIVE BIAS 2: FUNCTIONAL FIXEDNESS
A FEW KEY FACTS TO SET THE SCENE

• 2,500 Technology Searches (Outside-in Open Innovation)

• Dozens of Technology license searches (Inside-out Open Innovation)

➤ MOST OF OUR CLIENTS (more than 90%) ARE LARGE MULTINATIONAL BUSINESSES

➤ KEY INSIGHT:
A Network and a Platform are NOT enough!
7 INGREDIENTS FOR SUCCESSFUL TECHNOLOGY TRANSFER TO INDUSTRY

1. Clear Technology Description
2. Technology Assessment
3. Market Assessment
4. Technology Applications
5. Identifying Target Organizations (licensees)
6. Access to Target Decision Makers
7. A realistic & capable Deal Team
## HOW WE USED TO MAKE THIS HAPPEN

### PHASE I

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1. **Clear Technology Description**
2. **Technology Assessment**
3. **Market Assessment**
4. **Technology Applications**
5. **Identifying Target Organizations (licensees)**
6. **Access to Target Decision Makers**
7. **A realistic & capable Deal Team**
### HOW WE USED TO MAKE THIS HAPPEN

**PHASE II**

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<td><strong>7.</strong> A realistic &amp; capable Deal Team</td>
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## HOW WE ARE SCALING THIS NOW

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WHAT IS NINESIGHTS?

A HIGH QUALITY, SECURE, AND COLLABORATIVE ONLINE PLATFORM THAT CONNECTS SOLUTION SEEKERS WITH SOLUTION PROVIDERS AND EXPERTS, MANAGED BY NINESIGMA’S GLOBAL INNOVATION TEAM
WHAT MAKES NINESIGHTS DIFFERENT?

PROVIDES SEEKERS DIRECT ACCESS TO A HIGH QUALITY, TECHNICAL, EXPERT COMMUNITY

UNIQUE CROSS-INDUSTRY, CROSS-DISCIPLINE APPROACH

COLLABORATIVE, PROACTIVE ENGAGEMENT BETWEEN SEEKERS AND PROVIDERS

PROVIDES CLIENTS BRANDED VISIBILITY WITH TARGET INNOVATORS THROUGH FULLY MANAGED INNOVATION PORTALS

SECURE AND TRUSTED ENVIRONMENT MODERATED BY NINESIGMA

CONFIDENTIALITY AND INTELLECTUAL PROPERTY MANAGED BY NINESIGMA

WE APPLY OUR PROPRIETARY OPEN INNOVATION APPROACH TO OUR INNOVATION PLATFORM
<table>
<thead>
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<tr>
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<tr>
<td>GE-NFL</td>
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<td>Manufacture of Liquid-Crystal Polymer</td>
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<td>Supplier of Construction Products</td>
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<td>Fisher-Price</td>
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<tr>
<td>Global Consumer Goods Company</td>
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PROMOTING INNOVATION NEEDS WITH NINESIGHTS GALLERIES

- **ENGAGE** our community of vetted technical experts
- **DRIVE** awareness of your company’s brand
- **EXPLORE** new approaches to collaborative innovation
- **ACHIEVE** real-world results on a continuous basis

Learn more at [NineSights.com](http://www.NineSights.com)

A *NineSights gallery* is a fully moderated innovation workspace that allows you to interact with high-value solution providers.
TECHNOLOGY OFFERS

Solution Seekers and Providers are encouraged to post their own non-confidential technology offers so that all members of the NineSights community may browse these innovative technology offerings.

SEARCH TECHNOLOGY OFFERS

Having trouble? Click here and share your thoughts, we are listening!

Preferential crystallization for separation of compound forming chiral systems

Deadline Date: 17.04.2014 | Publish Date: 04/17/2013 | Status: New | Request Number: NONE

Chamber for rapid and accurate analysis of seed life

Deadline Date: NONE | Publish Date: 04/16/2013 | Status: New | Request Number: NONE

Single laser system to replace multiple laboratory instruments

Deadline Date: NONE | Publish Date: 04/16/2013 | Status: New | Request Number: NONE

EFFICIENT METHOD OF GENERATING HEAT AND ELECTRICITY FROM AGRICULTURAL BY-PRODUCTS

Deadline Date: NONE | Publish Date: 04/16/2013 | Status: New | Request Number: NONE

Advanced Electronics Cooling

Deadline Date: NONE | Publish Date: 04/16/2013 | Status: New | Request Number: NONE
SOME OPEN QUESTIONS

- Ideal stage of technology maturity for technology transfer to Industry: Trending towards more mature stages

- Business Model that allows multiple 3rd parties to get compensated for efforts (Experts, NineSigma, other intermediaries)

- Same process for University Technologies as for Technologies originally from companies?
Thank You

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