IP-Logistics…"IP" Scaling

	IDENTIFY	ACQUIRE	PREPARE	LAUNCH	INFORMATION	MANAGE	PROSPERITY
	20% of time finding a product-market	License or purchase a patent from inventors	Verify feasibility of project and financing	"A good idea is always worth doing badly!"	Access to accurate data is essential to control	Decisions will be made from a "DASH-BOARD"	Celebrate and share the rewards/profits

Success Indicators

IDENTIFY	ACQUIRE	PREPARE	LAUNCH	INFORMATION	MANAGE	PROSPERITY
Disruptive — Niche Market / Solve a Problem / High Value	**Acquisition** — Patented / Trade Secret / Usefulness	**Opportunity** — Viability / Benefits to Staff / Benefits to Owner	**Start-Up** — Organization / Efficiency / Effective	**Collect** — Details / Systemic / Outputs	**Scalability** — Adjust Plan / Re-Deploy Staff / Invest More	**Cash Cow** — Tangible Outcomes / Sales Growth / Positive Cash Flow

Action Steps & Performance Attributes

IDENTIFY	ACQUIRE	PREPARE	LAUNCH	INFORMATION	MANAGE	PROSPERITY
1. Disruptive Niches -Develop a Laundry List -Lean Canvas Modeling	1. Intellectual Property -Licensing Agreements -Long-Term Consultancy	1. Intellectual Property -Proof of Concept -Prototypes	1. Business Communications -Staff, Labor & Owners -Investors and Banking	1. Identify Key Metrics -Evaluate the Effect of Each -Impact on Decision Systems	1. Finance & Accounting -Manage Working Capital -Manage Cash Flow	1. Customer Impace -Problem Solved -Process Improved
2. Screening Criteria -Under $100,000,000 -National Markets	2. Re-Design of Product -MFG Problems Dictate -Pricing Affects Design	2. Key Staff & Workforce -Start-Up Team -MFG Floor Influencers	2. Key Support Systems -Information Systems -Accounting	2. ERP System Set-Up -Test all Modules Early -Work with TECH Support	2. Marketing & Sales -Manage Media & Contacts -Customer Tech Support	2. Marketing & Sales -Wealth Creation -Fulfillment
3. Value Added Niche Products -Commercial or Industrial -Solves a Problem	3. Continued R & D -Fund Improvements -Lock in Rights to R&D	3. Debt Capital -Bank Loans -Receiveables Factoring	3. Risk Management -Financial & Insurance -Regulation & Public Policy	3. Design the Dash-Board -Limit to Five Variables -Direct Impact on Decisions	3. MFG Operations -Production Processes -Administration	3. MFG Operations -Job Well-Done & Income -Career Growth
4. Re-Designed Product/Market -Reduces Risk -Tangible Product...Investors	4. Trade Secrets -Build Trust and -Position to Access...	4. Business Organization -HR-Management Team -Workforce	4. Human Resources -Hiring the Right Talent -Training Programs	4. Adjust the Systems -In Process Adjustments -Use to Make Decisions	4. Strategic Optimization -Performance Improvement -Continuous Improvement	4. Strategic Optimization -Company Stewardship -Primary Job Creation

Key Staff

IDENTIFY	ACQUIRE	PREPARE	LAUNCH	INFORMATION	MANAGE	PROSPERITY
1. Inferential Thinker 2. Owner	1. Trust Builder 2. Authority to Act	1. Financial Analyst 2. MFG Expert	1. MFG Expert 2. Labor Influencer	1. Extremely Detailed 2. Great Analyzer	1. MFG Manager 2. MFG Owners	1. Founders 2. Influencer

Metrics

IDENTIFY	ACQUIRE	PREPARE	LAUNCH	INFORMATION	MANAGE	PROSPERITY
1. # of Calls/Week 2. # of Contacts/Week 3. # of Good Patents 4. # of Rejections/Week	1. # of Patents Reviewed 2. # of Offers Made 3. # of Offers Accepted 4. # of Offers Rejected	1. Detailed Spreadsheet 2. Breakeven Point 3. Cash Flow after year 3 4. 3X: Time & Cash	1. Missed Dealines 2. Production Quotas 3. Actual Sales 4. Positive Cash Flow	1. Accuracy of Data 2. Availability of Data 3. Dash-Board	1. # of Active Customers 2. Retained Resources 3. Plan Adjustments	1. Cash Flow 2. Total Investment 3. Profitability 4. Toll on The Employee

Licensing & Consulting Agreements		Tactical Plan & Implementation			Customers	Profits

Warning Signs

IDENTIFY	ACQUIRE	PREPARE	LAUNCH	INFORMATION	MANAGE	PROSPERITY
Apathy — No Incentives / Not Market Savvy / Fear of Failure	**Long Negotiation** — Shallow Ideas / Market Too Big / Prior Art	**Many Dead-Ends** — Not a Viable Business / Too High a RisK / Delusional	**Exhaustion** — Motivate / Motivate / Motivate	**Lack of Detail** — Wrong Variables / Lack of Attention / Refuse to Ajust	**Lack of Attention** — Poor Execution / Delays / Poor Strategy	**Complacency** — Negative Cash Flow / Bankrupty / Fraud
Discovery of a product-market is not equal to success!	Inability to develop a product into a viable business!	Limited funding opportunities and minimal growth potential!	Frustrated with the number and variety of barriers to entry!	It takes so much time and effort to collect all this useless data!	Minimal market impact & diminished viability of business model!	Sense of unfulfilled achievement and failure!

WARNING CHALLENGES AHEAD

The Chasm @ 16%