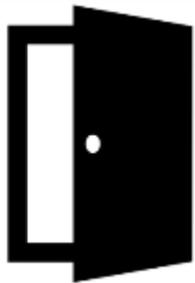
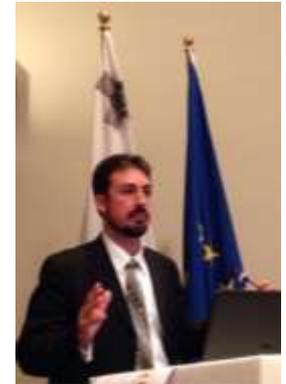


Lance Leverette

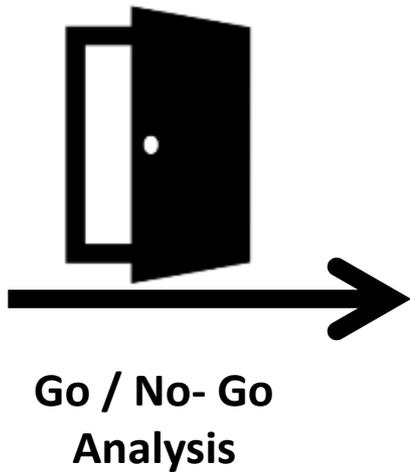
Innovation Management Consultant

*Applied Market Intelligence Solutions for
Industrial & Technical Applications*

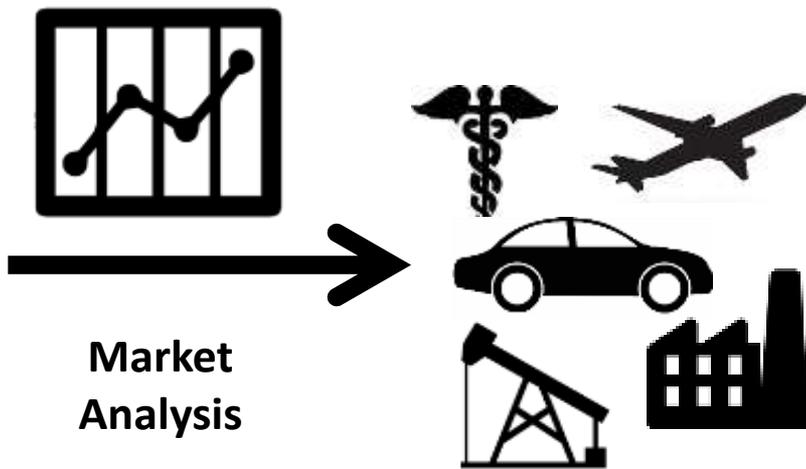


The Market Ready Methodology

Step 1 & 2: Ideation and Go/No Go



Step 3: Macro Market Analysis



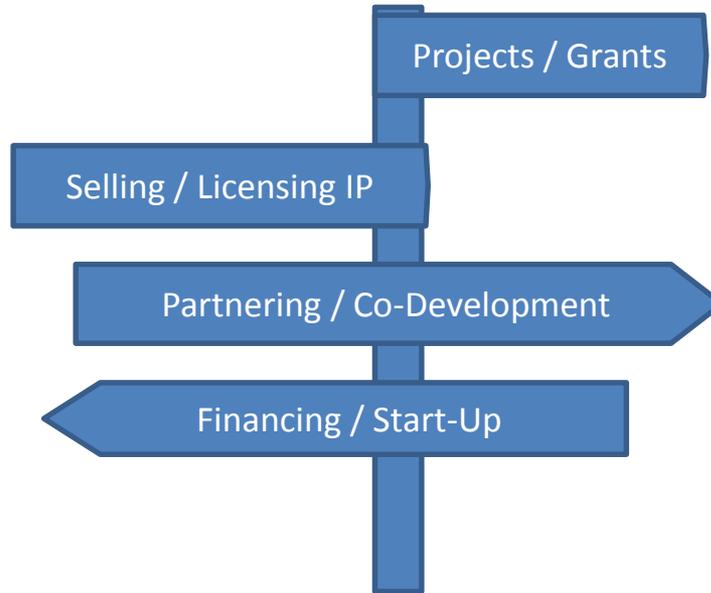
Step 4: Application Analysis



Step 5: Market Strategy



Market Strategy



$$\left[\left[\text{Bar Chart} \right] \left[\text{Target} \right] \right] - \left[\text{Factory} + \text{Truck} \right] = \text{€}$$

Step 6: Funding / Go - To Market

