
Operationalize Your Goals

Tab Wilkins



NIST Manufacturing Extension Partnership

NIST National Institute of Standards and Technology

Hollings Manufacturing Extension Partnership

Bringing the Pieces Together for U.S. Manufacturing

SEARCH

ABOUT MEP

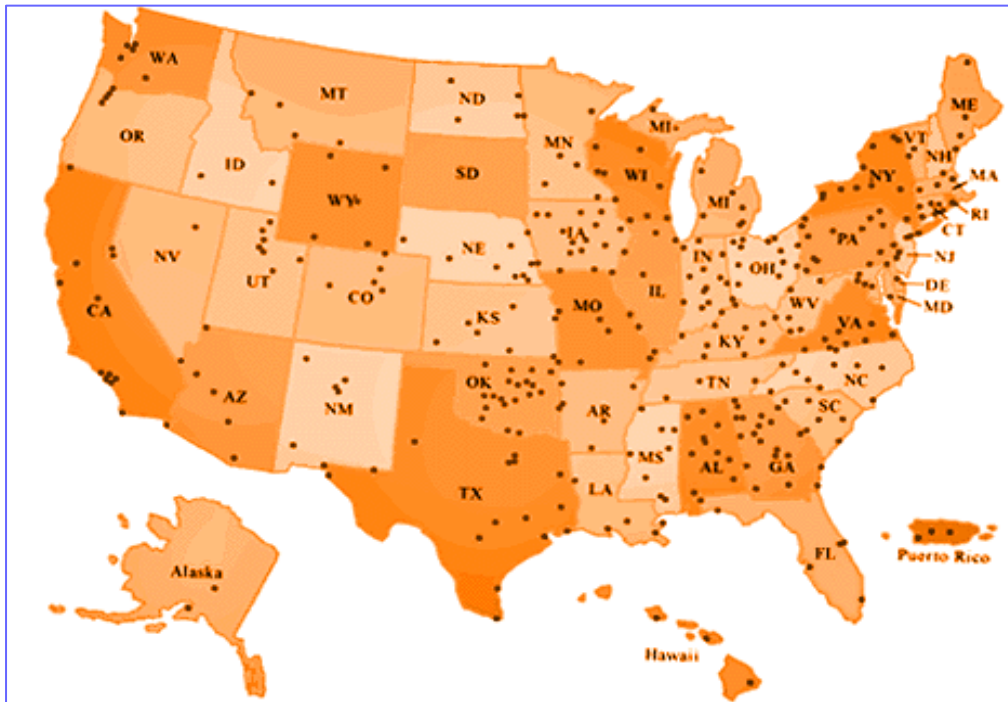
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MEP CLIENT SUCCESSES



Jamar Precision Grinding

Jamar Precision Grinding Company, Inc. specializes in high-volume precision grinding for the automotive, agricultural and aerospace industries. The company contacted the Ohio Manufacturing Extension Partnership for assistance with ISO Certification.

➔ [Jamar Precision Grinding Full Story](#)



The Money Question

- Grant/Private Equity/Debt
- Beyond Funding – Building the Business?
 - Method to market?
 - Developing a supply chain?
 - Developing a partnership?


Market Analysis



TalkToYourDoc

Efficiency improving health communication tool for doctors and health organizations.

A health communication tool clinically proven to increase efficiency of doctor- patient office visits.

Annual Sales Forecast for USA * 				Innovation Status		Idea
Sales & Marketing Support Level	Conservative 80% odds of selling	Most Likely 50% odds of selling	Aggressive 20% odds of selling	Development Status	Proprietary Protection Status	Concept Score
Ultra Low	\$0	\$5,900	\$48,000	3 of 5 Final Design	1 of 5 Potential for Protection	39 29 is Average
Low Support	\$86,000	\$230,000	\$470,000			
Medium Support	\$800,000	\$1.7 M	\$2.9 M			
High Support	\$2.2 M	\$4.6 M	\$7.7 M	Remaining Time & Cost to First Sale		
Ultra High	\$4.2 M	\$8.6 M	\$14.4 M	< 6 months	< \$10k	

TalkToYourDoc - Efficiency improving health communication tool for doctors and health organizations.

Final Decision Maker: Physician Office Manager, New Technology Manager, VP of IT

In Addition to Money?

- Let's take the technology as given...
 - Who is “pulling” your product from you?
 - What it does – but how will someone get it?

Base Assumptions



Report Assumptions and Inventor(s) Commentary

Inventor(s) Assumptions	"Most Likely" Estimate	Confidence	Inventor(s) Commentary Data Source or Basis for Assumptions
# of Possible Final Decision Makers	50,000	60%	Optimistic estimate is from Merwyn reference data. Other estimates adjusted using CDC publication, Health,US 2006, on doctors, size and type of office and hospital- based practices.
Revenue per First Purchase	\$3,000.00	30%	First purchase revenue is \$300 per module per doctor per year assuming average clinic size of 10 doctors. Larger clinics are addressed in repurchase revenue section.
% that will Repeat	0.5%	30%	The percent repeat rate identifies first purchases by larger healthcare organizations averaging 50 doctors per clinic.
Number of Annual Repeats	1	90%	There will be only one repeat per year per module since TalkToYourDoc is sold as an annual service.
Revenue per Repeat Purchase	\$15,000.00	30%	Repeat purchase revenue assumes the same annual per module per doctor rate for larger clinics averaging 50 doctors.
Reseller (Trade) Margin	50%	40%	TalkToYourDoc could be sold directly or through a medical software distributor/ aggregator.
Producer Profit (EBITD)	40%	70%	Merwyn software profit margin was used. Cost of goods sold will be minimal since the module is complete. Ongoing expenses will be primarily marketing, sales and operating.

Supply Chain Approach



Thanks...Questions?

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