

TN1



Path to Commercialization

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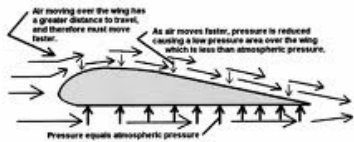
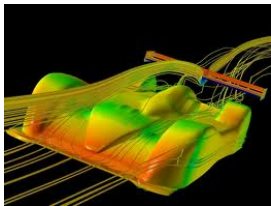
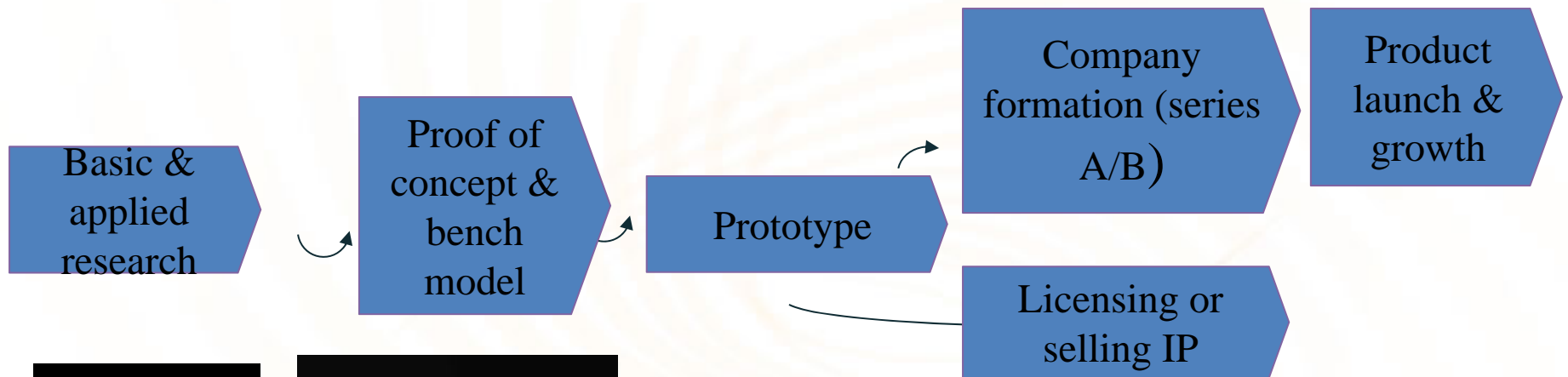
Slide 1

TN1

Engines that drive an Economy Forward

Thomas Nastas, 18-Oct-10

Path to Commercialization



Finance Chain



Basic & applied research

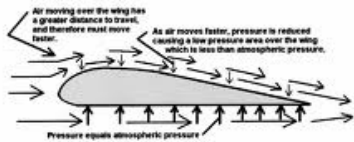
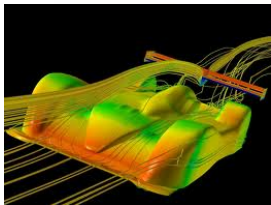
Proof of concept & bench model

Prototype

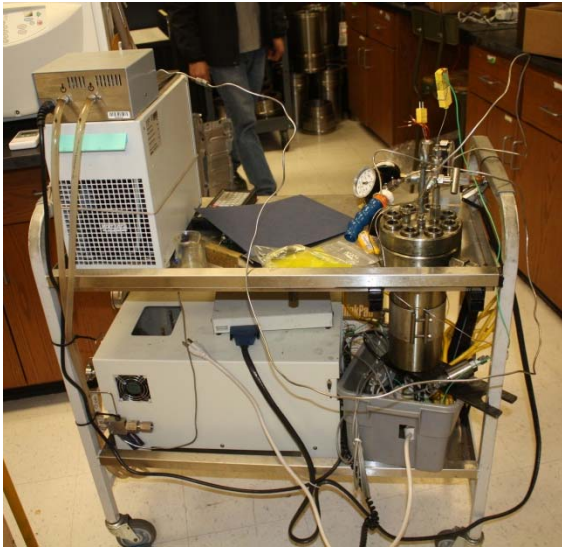
Company formation (series A/B)

Product launch & growth

Licensing or selling IP







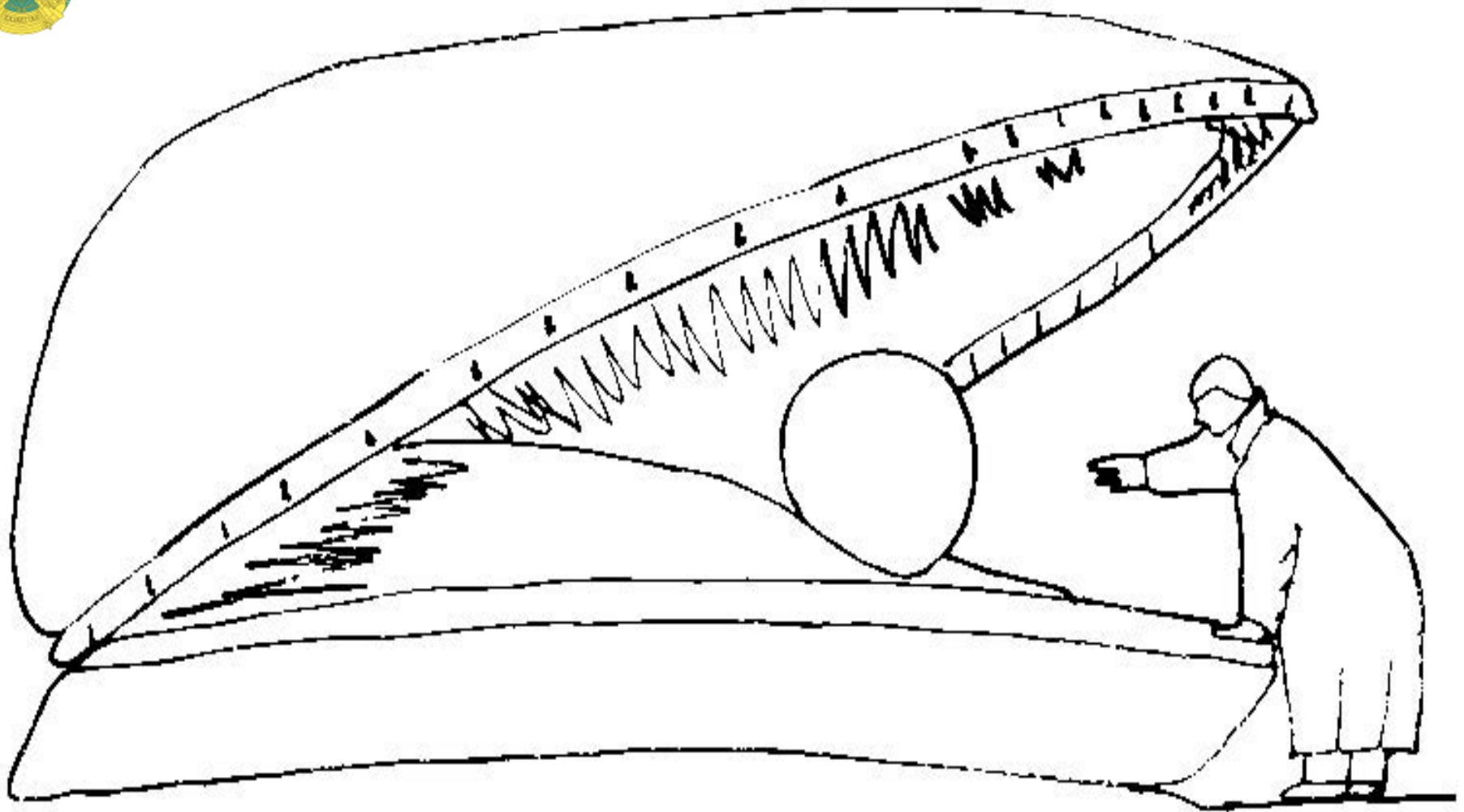


“Croatia is a Country of
Savers, not Investors”

‘Capital Preservation’

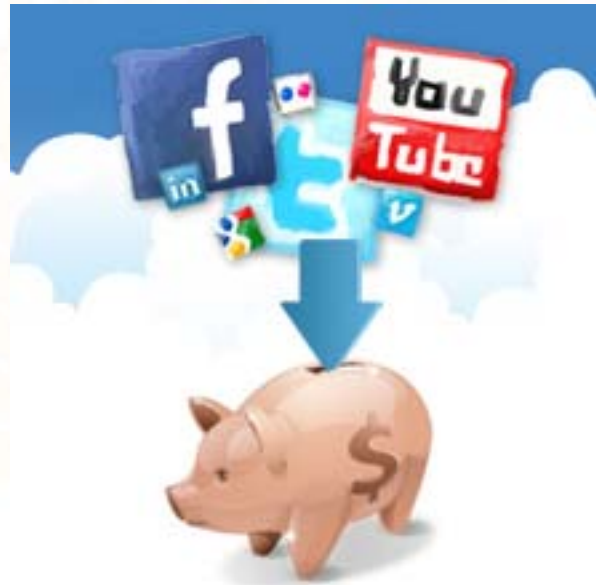
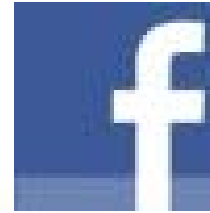


Investors buy Risk, Not Opportunity





Uncertainty



What's Common Here?



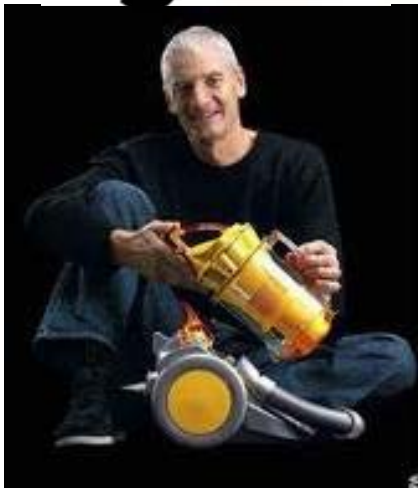
\$300B



\$8B-\$10B



dyson



\$50B



\$7B-\$10B

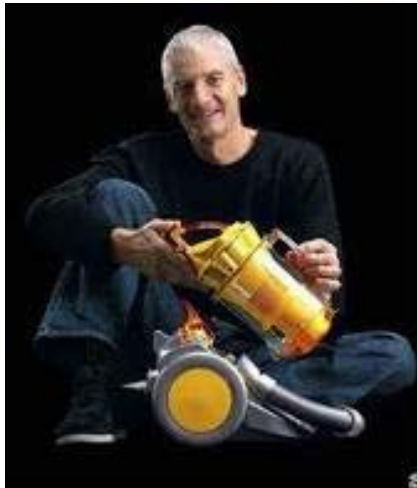


Grants Build Experience- Acceptance to Failure





£920MM



Five years & 5000 prototypes to
achieve goal: vacuum cleaner that did
not lose suction.

“By the time my 3rd child Sam was
born, I made my 15th prototype.”



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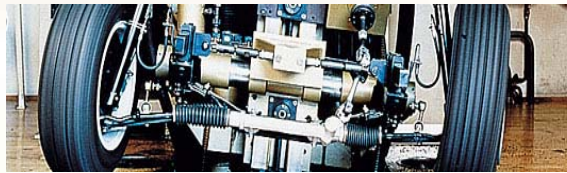
Failure ≠ Fraud



≠



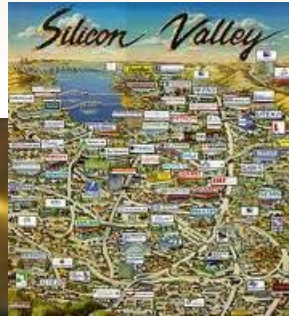
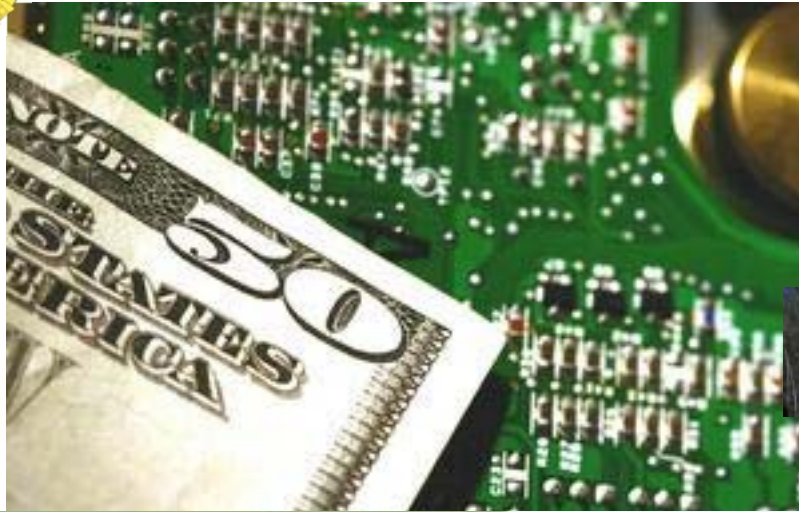
Wealth & Job Creation-Past



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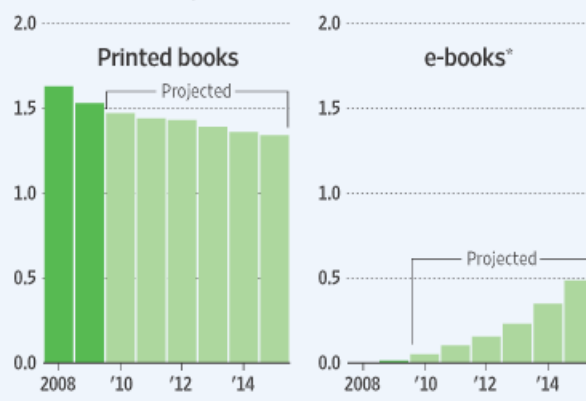


Wealth & Job Creation-Future



Changing Reading Habits

Consumer-book sales, in billions

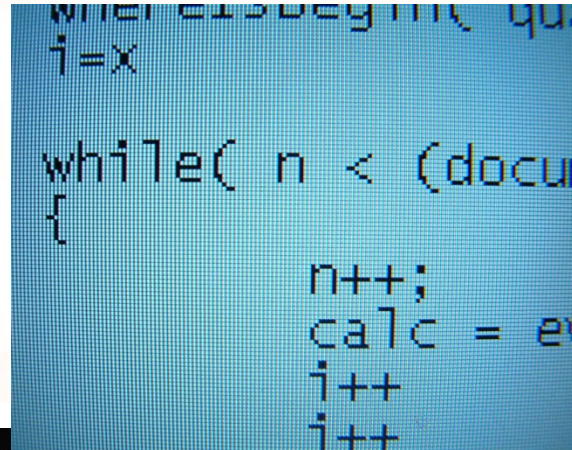


*Excludes free downloads

Source: Albert N. Greco, Institute for Publishing Research



New Biz Models





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