Vision

We give local ideas global opportunities

.... via Ålesund and Drammen...

and then via Boston.....







Team IN Boston:

1. *Sander John Tufte – Station manager*
2. *Ron Sutherland – Senior Tech and Business Adviser*
3. *Inge Hovd Gangås – Technology and Business Adviser*
4. *Anne Ytreland – Project manager/Back office*

- specific industry knowledge, experience, networks and cultural understanding from Norway and US!





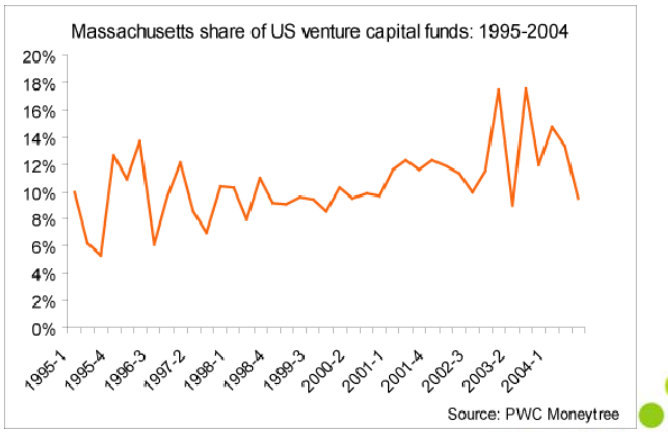

Boston and MA

Effective 'ecosystem' for innovation and entrepreneurship within High Tech!

- European beachhead into the US
- GMT -5 hrs
- Academic and research powerhouse
- 10% of US risk capital base
- ICT and Biotech industry hot spots







INNOVATION NORWAY

Massachusetts

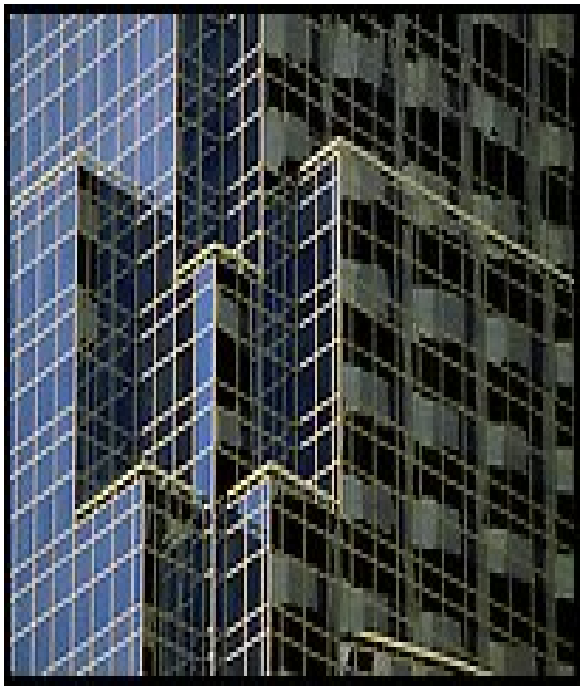
MA produces $285B in goods & services

MA medical sciences industry

- 603 companies
- 300 are bio/pharma
- 36,000 workers

MA telecom/IT industry

- 250 companies
- 100,000 workers



Types of services

- Proof of market analysis
- Technology assessment
- Strategy consulting
- Practical help with…
- Partnering
- Internships
- Start-up office space
- Facilitators
- Conferences/Study tours

’Our approach is NETWORKING’



Incubators

An easy start - getting to know the market

- shared office space
- existing office infrastructure
- advice and consultation

Locations

- Innovation Norway
- Boston University
- MIT
- Others, e.g. Regis



Projects

Company	Technology	Sector	Market
CancerCure	Ultrasound/drug delivery	MedTech	Hospitals
Promar	Fermentation	Biotech	Cosmetics/Health
VisionTester	Optics	FMC	School health
PubGene	IT	Bioinformatics	Pharma industry/Academic
NordicNeurolab	IT/Materials	MedTech	Hospitals
dpCom	IT	MedTech	Hospitals
Aqualine	Materials/design	Marine tech	Fish farming
InFast	Materials/design	Building	DYI/Contracting
Stay	Matetrials/design	Furniture	Care givers
Questback	IT	ICT	Corporate
Med-Storm	Sensor	MedTech	Hospitals
Tech Transfer Offices in Norway	Various	Various	Various

The IN Boston Service Matrix

	Analysis Phase Scan market environment for positive and negative forces affecting competitive position. IN assist in:	**Strategy & Validation Phase** Identify and chose strategic options for competitive advantage. IN assist in:	**Entry Phase** Strategy implementation, review and adjustment of chosen strategies. IN assist in:	**Expansion Phase** Scoping and scaling products, services and operations. IN assist in:
Capital Funding	➢Evaluating level of capital requirement ➢Identifying long and short list of sources of capital	➢Qualifying business document and financial projections ➢Developing pitching strategy & tools ➢Risk analysis	➢Partaking in investor presentations & pitching ➢Due diligence and partaking in negotiations ➢Reviewing contracts and agreements	➢Raising capital 2nd round ➢Identifying new sources of capital ➢Evaluating exit strategies
Marketing& Sales	➢Market scanning incl. prim and sec research ➢Substantiating value proposition using SWOT and PEST and other models for analysis	➢Developing and validating marketing plan incl. marketing mix ➢Developing selling and distribution/channel strategy ➢Developing communications strategy ➢Developing partner strategy	➢Sales/partner/distributor meetings and negotiations ➢Reviewing contracts and agreements	➢Evaluating scaling of operations ➢Reviewing and adjusting strategies
Technology	➢Identifying technology drivers & trends ➢Identifying and profiling relevant technology partners ➢Evaluating IP position using expert opinion	➢Validating technology using expert opinion ➢Profiling to potential clients and partners ➢IP strategizing	➢R&D partnering ➢Scoping for technology applications	➢Strategizing for new product developments and applications
Networking& Organization	➢Identifying relevant networks for R&D, funding and business development ➢Identifying organisational roles and support functions	➢Staging workshops with expert opinion leaders to validate strategies ➢Profiling, identifying and recruiting executives ➢Legal incorporation ➢Identifying and securing, premises, leases and organisational support	➢Profiling and recruiting advisory board ➢Seconding applications for network memberships ➢Offering co-localization with IN offices and personnel providing infrastructure and knowledge environment	➢Identifying new and relevant networks ➢Identifying and securing premises and leases for scaling of operations

INNOVATION NORWAY

TTO Liaison

- Increasing sales from Norwegian TTOs in the US
- Gather best practice on:
  - Recruit and retain the best people
  - Marketing and sales from non-brand name TTO’s
  - Licensing
  - Policy issues
  - Culture

- Promote opportunities for exchanges of personnel

Key Institutions

NTNU

Engineering, med.tech., searchtech, IC design, nano, materials, biotech, life science

UiO

Life Science, med.tech, biotech, micro/nano

UiB

Life Science, biotech, fish industry

UiT

Life Science tied into fish industry

UMB

Life Science

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