iFarm
Opportunity Assessment
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March 10, 2015
Outline

- Opportunity Assessment
  - Potential Commercial Applications
  - Industry Assessment for Primary Application
- Identifying & Connecting with Potential Partners
Outline

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Potential Commercial Applications

- Inventor Interviews
- Key Opinion Leader Interviews
- Ideation
Outline

- Opportunity Assessment
  - Potential Commercial Applications
  - Industry Assessment for Primary Application
    - Industry Trends
    - Company Financials
    - New Investments
    - Industry Reports

- Identifying & Connecting with Potential Partners
Industry Assessment

- Industry Trends
- Company Financials
- New Investments
- Industry Reports
Outline

- Opportunity Assessment
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- Identifying & Connecting with Potential Partners
Potential Partners

- Identifying Commercial Applications plus…
  - Create marketing/pitch material
  - Summarize the value proposition
  - Contact as many people as possible.
Questions?