



*Success is a journey driven by passion and guided by vision.*

## about ACUITY EDGE

Acuity Edge is a management consulting firm dedicated to providing the highest quality of strategic-level service for corporate, university, government, and venture capital clients. Our goal is to become a natural extension of your team.

Acuity Edge gives you: **Flexibility** when you need quick and dependable help for time-critical jobs; **confidence** when you need more information to make crucial decisions; **objectivity** when you need a credible, third-party assessment; **domain knowledge** when you need technical expertise across a broad range of industries; **balance** when you need experts who understand technology, business, and intellectual property; and **creativity** when you need fresh insights to solve problems.



*Bring success into focus,  
gain an advantage  
— get the Acuity Edge*

## a wealth of EXPERIENCE

*Selected projects (direct and with alliance partners) have included the following:*

- Strategic plan for enhancing innovation across a state (for the Secretary of Technology and the Governor)
- Full service management (strategy, screening, assessment, marketing, licensing) of the invention portfolios for a leading government agency and top-five public research university
- Strategic planning, competitive benchmarking, alumni surveys, focus groups, and educational assessment for enhancing engineering programs at a top-ten private university
- Market intelligence for corporations in areas including advanced materials, imaging software, fuel cells for portable electronics, synthetic diamond, novel cancer therapies, and many others
- Due diligence for venture capitalists screening investments, SBIR reviews for agencies to select funding candidates, judging of over 200 business plans, and guest lecturer for MBA classes and corporate workshops





## SERVICES *for your business*

**Strategy Consulting** ...helping you analyze your situation and craft strategic plans to meet your objectives

- Strategic plans for growth
- Marketing plans for increased sales
- Technology roadmaps for R&D direction

**Innovation Management** ...helping manage your ideas and extract value from your invention portfolio

- Innovation process engineering
- Screening & assessment to find commercial gems
- Marketing & licensing to extract value from inventions

**Market Research** ...helping you gain insights about your customers and competitors

- Surveys, focus groups, and in-depth interviews
- Analysis of industry sectors or market niches
- Due diligence for venture capital investments

**Partnership Development** ...helping you forge relationships to grow your business

- Partnership identification
- Partnership pursuit
- Deal negotiations

**Startup Coaching** ...helping launch your new venture

- Sounding-board service—advice/coaching
- Business plan and SBIR proposal development
- Strategic consulting and marketing tailored for startups

**Training** ...helping you enhance your skills and build new competencies

- Opportunity assessment
- Qualitative research
- Business plan development



## ACUITY EDGE *says it all*

The name **Acuity Edge** embodies our capabilities and strengths:

**Sharpness of perception:**

Keen vision and listening with an ability to simplify are required to map your needs to a successful solution.

**Resolution of fine detail:**

The details of any problem are often at the heart of the solution.

**Union of two worlds:**

Where business meets technology, we provide a unique blend of technical and business expertise to help innovations become commercial realities.

**Advantage:**

Our goal is to become part of your team to give you a key competitive advantage.

## contact ACUITY EDGE

Learn more about how we can turn your visions into value.

**Acuity Edge, Inc.**

13660 NC 27 West, Suite 201 • Broadway, NC 27505

Tel: (919) 776-6141 • Fax: (775) 535-5911 • [info@acuityedge.com](mailto:info@acuityedge.com) • [www.acuityedge.com](http://www.acuityedge.com)

