

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

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.

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



contact ACUITY EDGE

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



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 **Acuity
EDGE**
Turning Visions into Value™

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*



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 you 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 you launch your new venture

- Sounding-board service —advice/coaching
- Business plan & 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

