

## Embedded Components

The service includes:

Step 1. Review existing research projects to identify reusable components

Step 2. Evaluate candidate components for market demand while estimating product, promotion, price, place, and packaging costs

Step 3. Create and execute a business plan that uses innovative marketing, technology, and sales techniques to focus demand and generate awareness for the components in targeted market segments

*Bringing your technology to the marketplace with business, marketing, and engineering innovation*

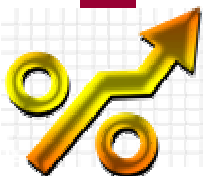
## Embedded Components

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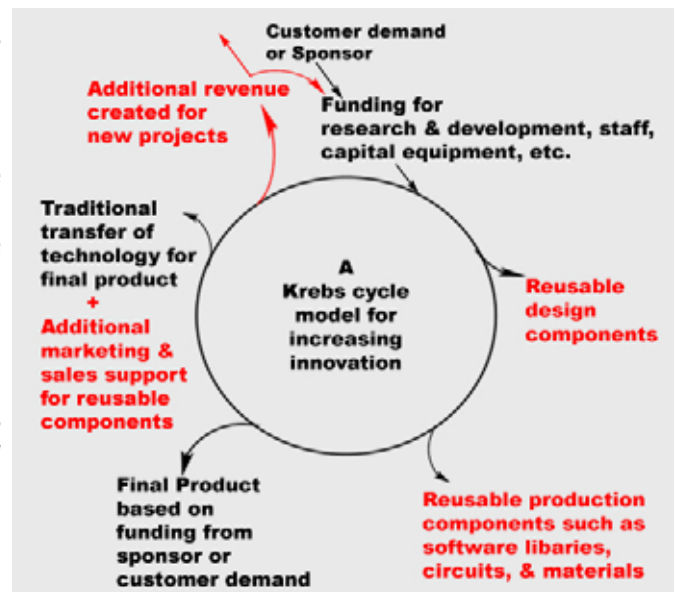
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# Bring Your Technology to Market Using Component Reuse

Embedded Components offers a revenue generating process to universities and research companies who wish to increase value with open innovation. The diagram to the right shows traditional research and development in black with additional ECI enabled marketing and sales steps added in red which may lead to increased value. The result is more revenue generated for about the same research effort.



## Benefits:

- Catalyze innovation and efficiency in your organization, while potentially improving world economy, by combining products and by-products of your existing research programs into reusable components that are part of a networked value chain
- Use Embedded Components, Inc.'s (ECI's) enhanced marketing methods and sales programs to effectively transfer your previously underutilized intellectual property into innovative platforms and reusable component solutions that are desirable to targeted market segments
- Create additional revenue with little change to your existing research and development processes