

Pradeep Anand, Seeta Resources

Seeta Resources LLC

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Five First Steps to Successfully Commercialize New Technology

Focus: Swift Growth of Quality Revenues

- Vice-President, Marketing, Landmark Graphics
- Manager, North American Operations, Baker CAC, Baker Hughes
- First Marketing/Business Development Manager, Sperry-Sun

- Teach Marketing in the Energy Industry, Rice University's MBA Program

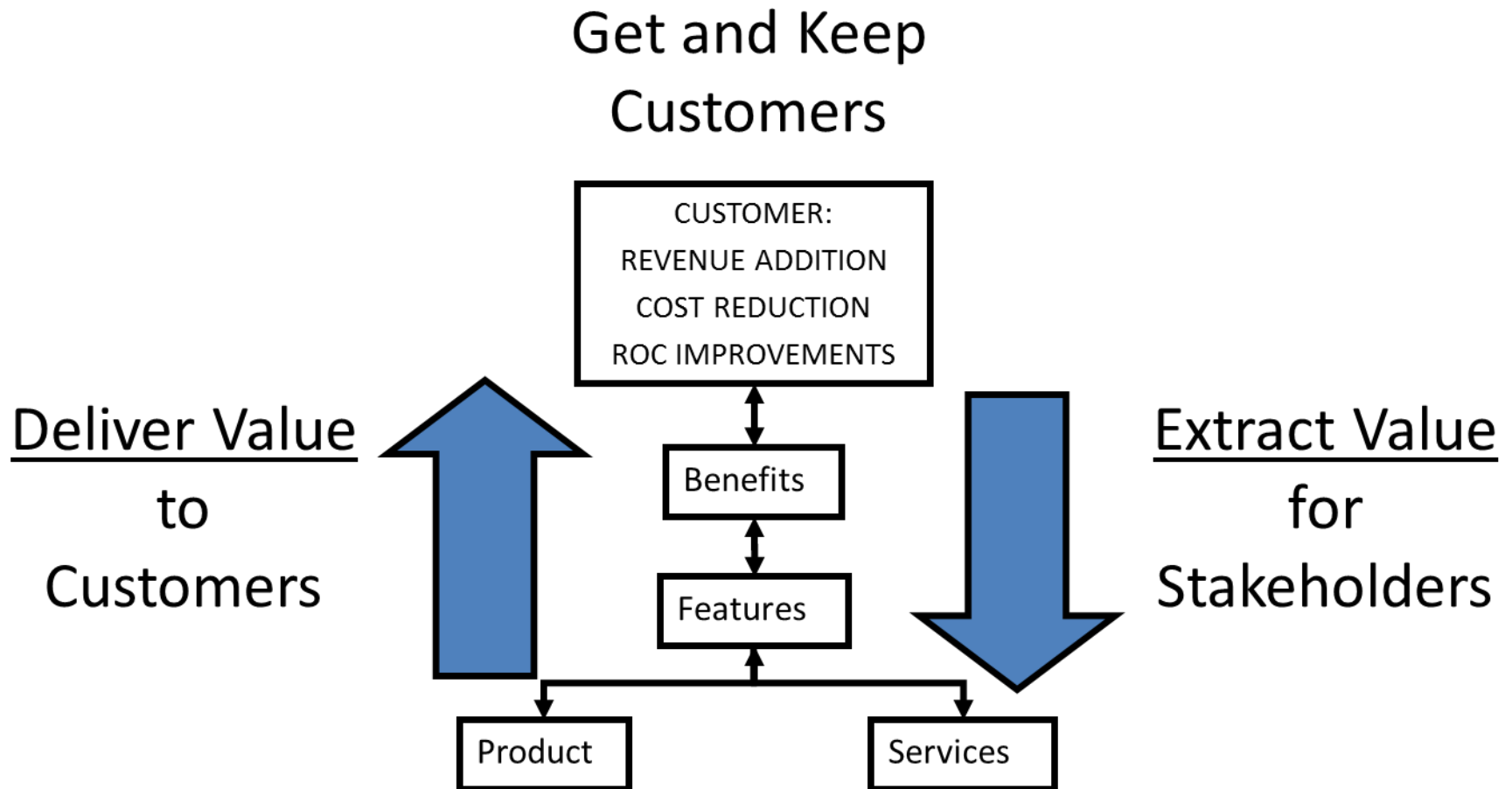
- **Energy**— AirXChangers, Baker Hughes, Baroid Corporation, Daniel Industries, Dresser Industries, Dresser Oil Tools, Key Energy, Integrated Exploration Systems (Germany), Landmark Graphics, NL Industries, Numar, OFS Portal, Photon, PGS-Tigress, Praxis, Preng & Associates, Sperry-Sun, Object Reservoir (US Venture Partners), Volumetrix

- **Engineering/Manufacturing** — Aggreko, Astralloy, CompX, Continental Carbon, Excell Minerals, Express Integrated Technologies, Fabsco, Fort Lock, Gundle/SLT Environmental, Harsco Corporation, Harsco Industrial, Harsco Infrastructure, Harsco Metals & Minerals, Harsco Track Technologies, Hendrickson Trailer, IKG Industries, MultiServ, National Cabinet Lock, Nutter Engineering, OnePoint, Patent Construction Systems, Patterson-Kelley, Reed Minerals, SGB, SteelPhalt, Visionmonitor aviation, Waterloo Furniture Components

- **Technology** — AMD, Sun Microsystems, Syntel, Metasolv, NobleTek, Avalon Imaging, Scicom, Silicus, Laversab, Facet, Zresearch

- **Other** — Kanaly Trust, Fort Bend Independent School District, American Sleep

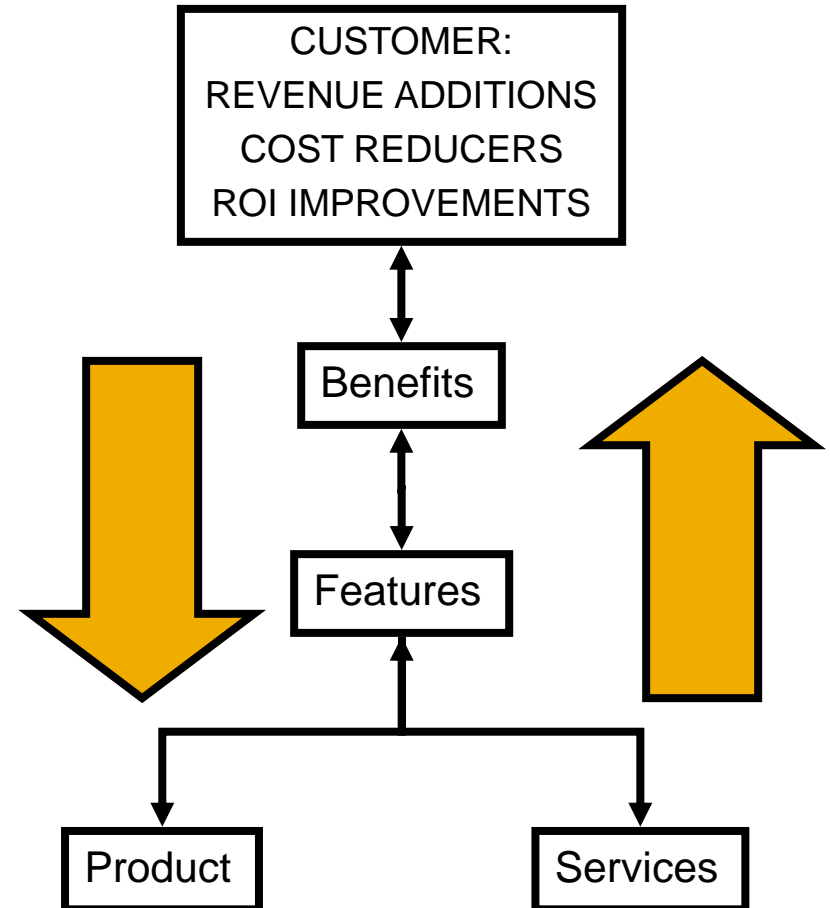
Purpose of a Business



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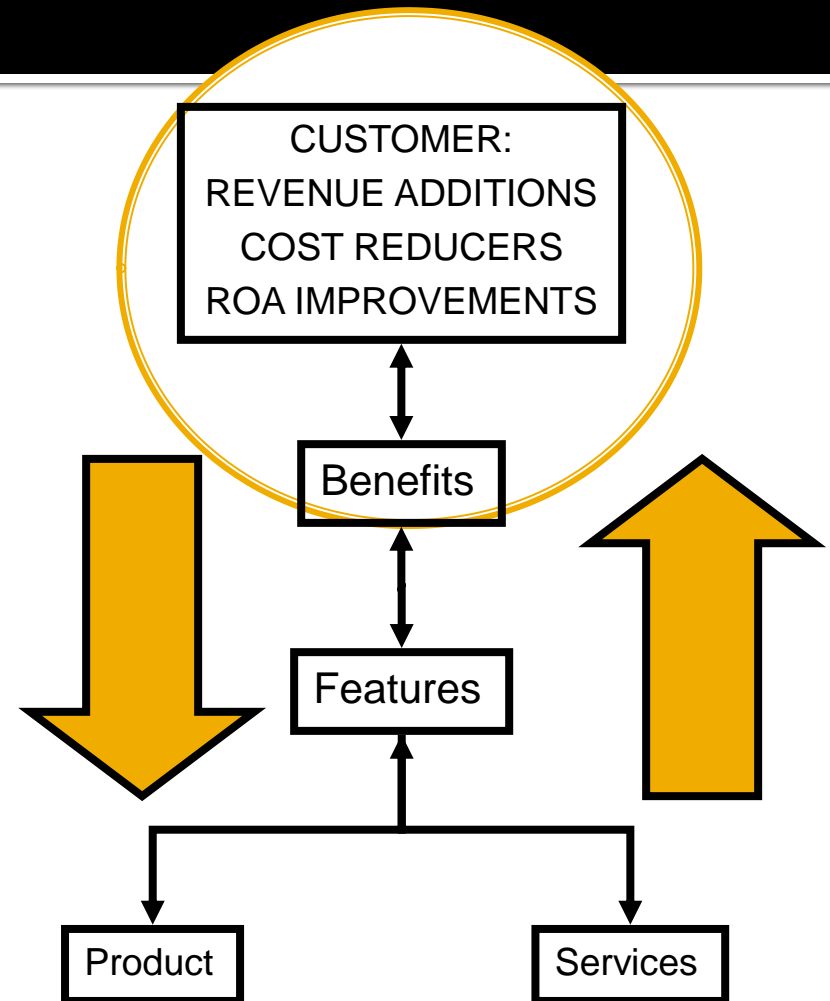
1. Understand Value, Deliver Value

- Understand what customers value
 - Revenue Addition
 - Cost Reduction
 - ROI Improvement
 - EVA
 - Other
- Create value-driven products and services
- Sell value to customers



2. Get Pricing Right

- Understand what customers value
 - Revenue Addition
 - Cost Reduction
 - ROI Improvement
 - EVA
 - Other
- Create value-driven products and services
- Sell value to customers
- Extract Value-based Pricing from customers



2. Get Pricing Right

Step 1: Define Value

Value = Benefits – Cost



Cost Reduction



Revenue/Margin Increase

Return on Assets Improvement

2. Get Pricing Right

Step 2: Recognize Types of Delivered Benefits

- Functionality
 - Process
 - Knowledge
 - Risk
- Relationship
 - Market

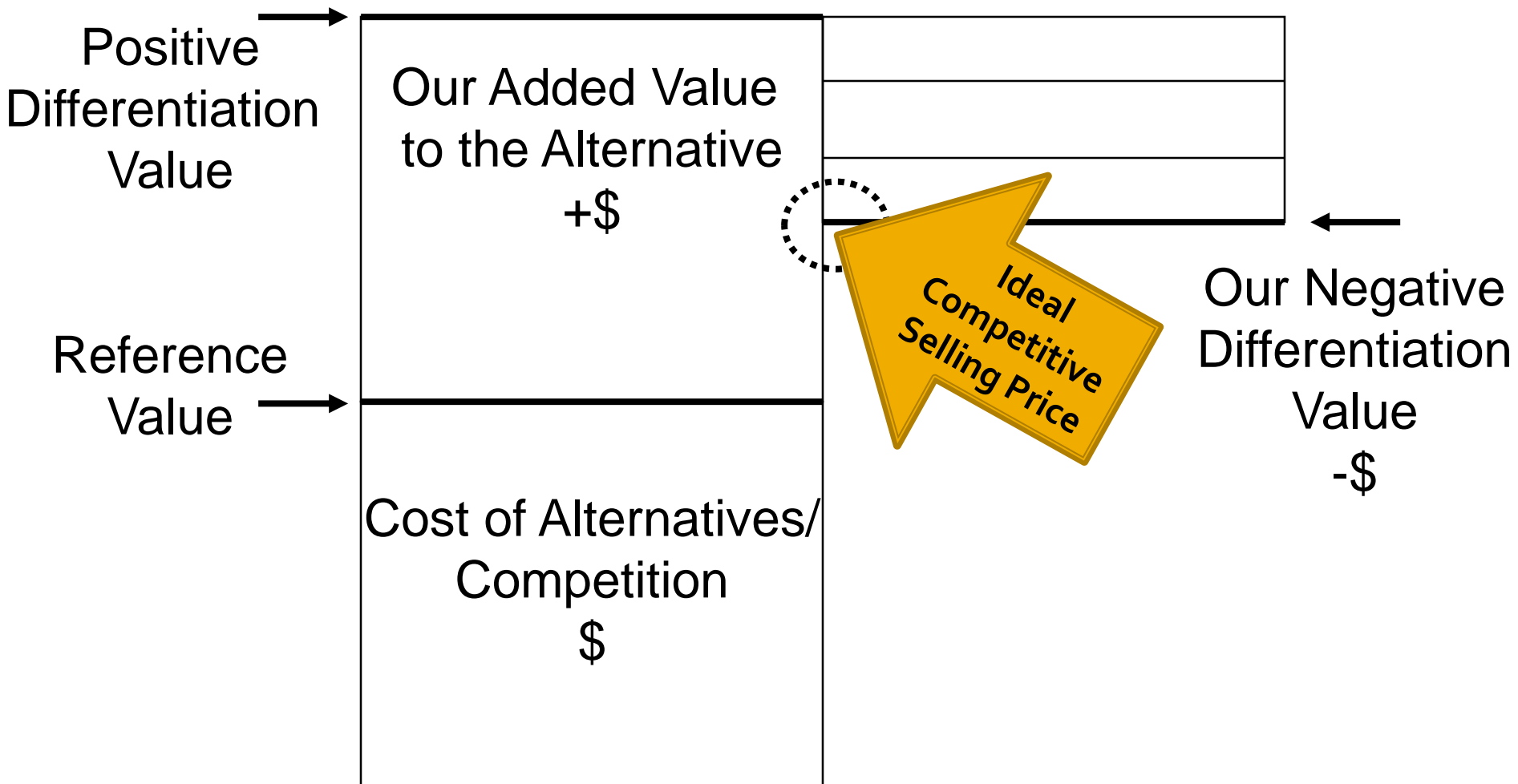
2. Get Pricing Right

Step 3: Monetary Value of Benefits

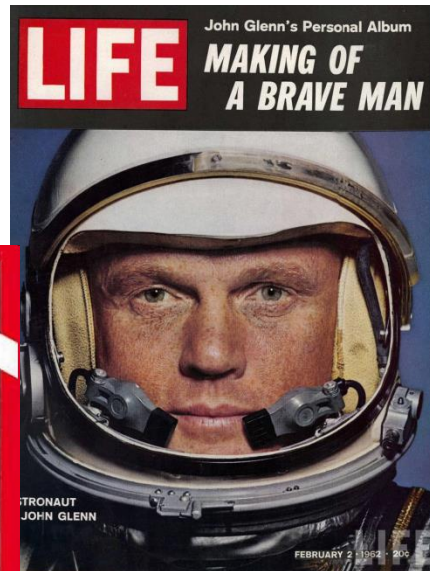
- Cost Reductions
- Revenue Additions
- ROA Improvements
- EVA Improvements
- Other

2. Get Pricing Right

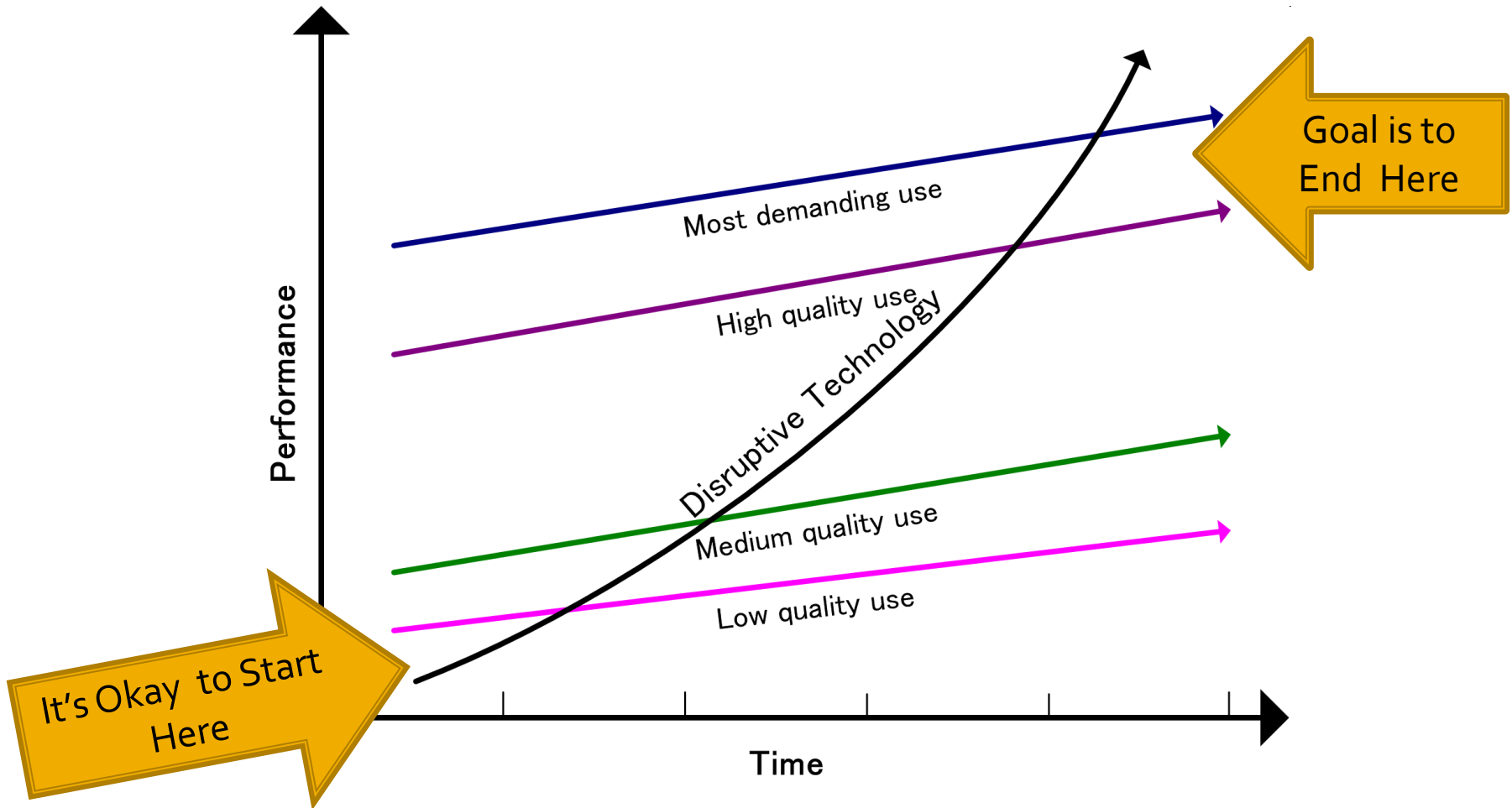
Step 4: Convert Monetary Value to Price



3. From Small Steps to a Giant Leap

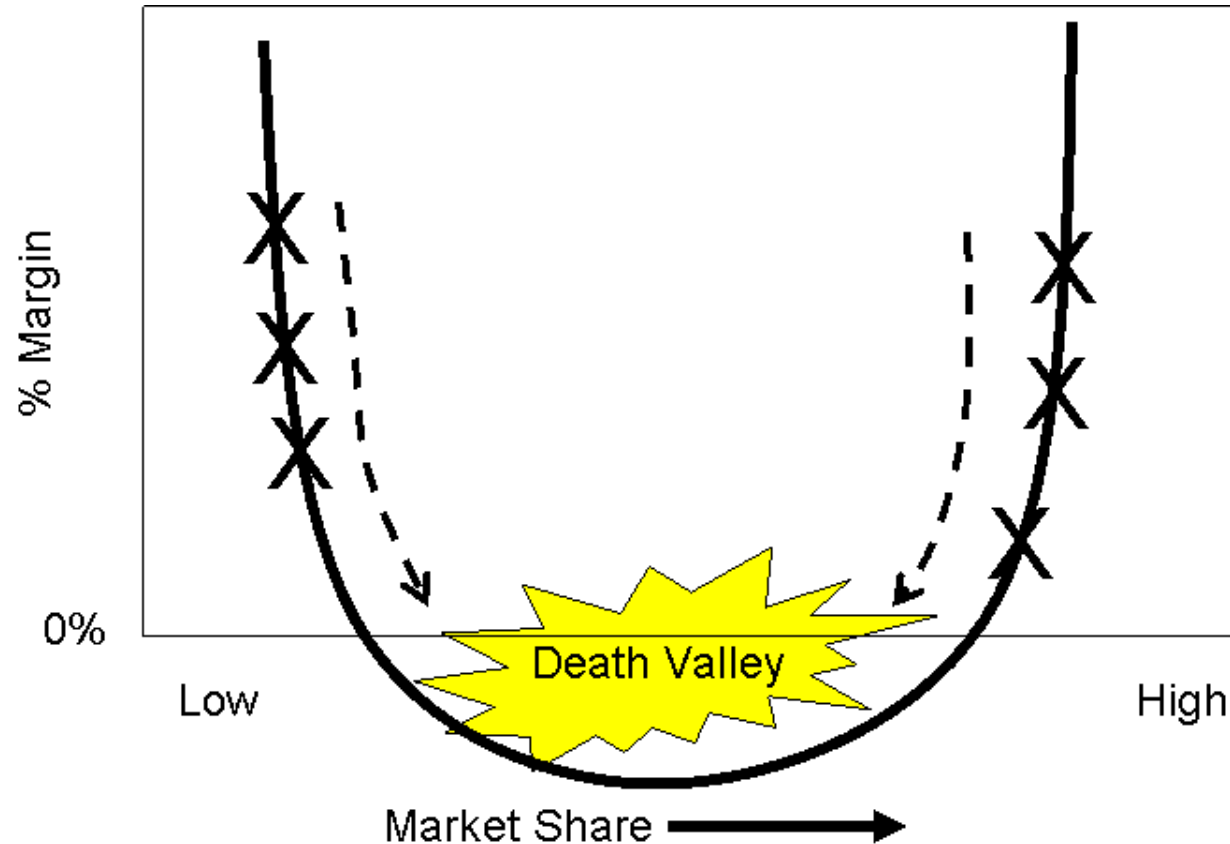


3. From Small Steps to a Giant Leap



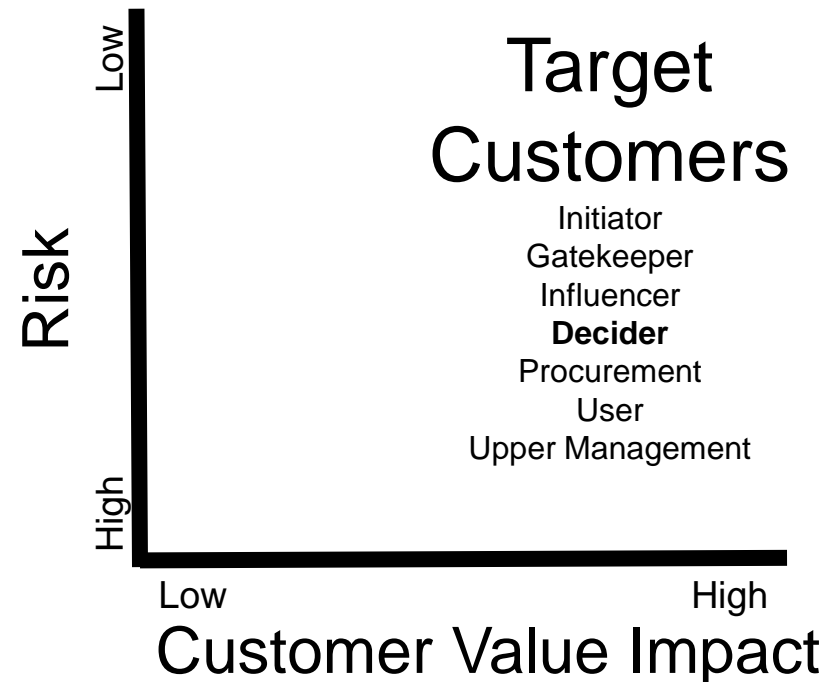
4. Pick Davids, not Goliaths

- Customers
 - Pick first customers who are closer to death valley
 - Others don't have reasons to change habits
- Competition
 - Don't wake up 800 pound gorillas from their slumber



5. Include All Major Stakeholders in Purchase Decision

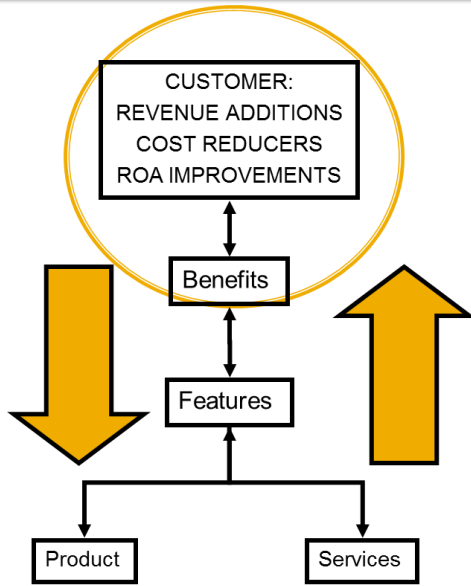
- Individuals/Roles
 - Initiator, Gatekeeper, Influencer, Decider, Procurement, User, Upper Management
 - Each attempts to maximize gain or minimize loss from the “Buy” situation



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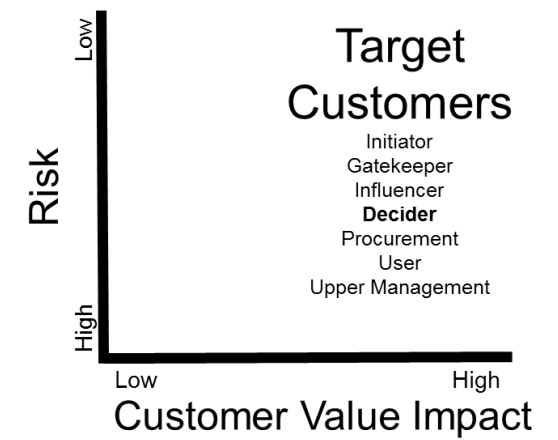
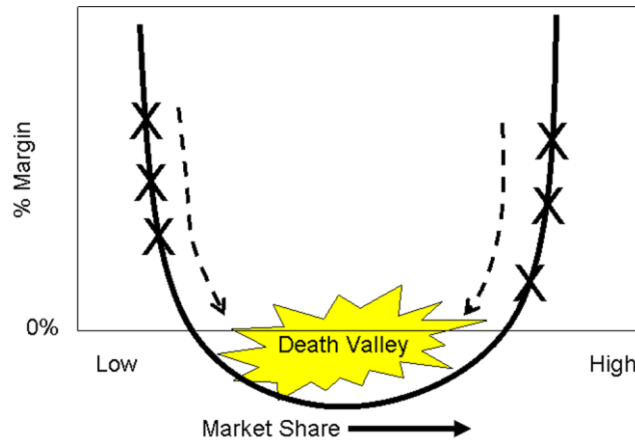
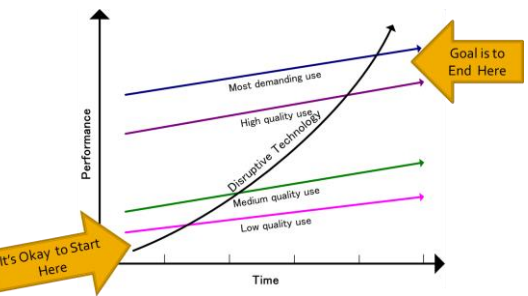
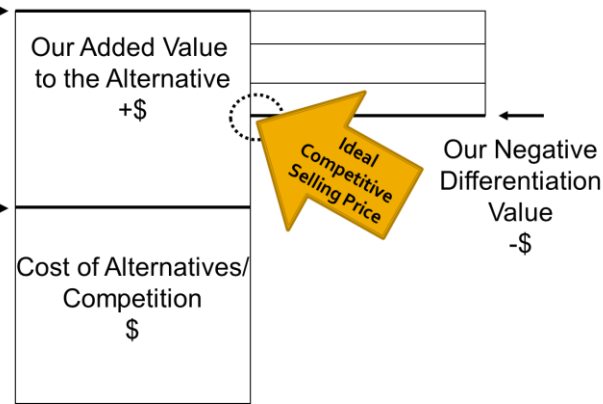
1. Understand & Deliver Value
2. Get Pricing Right
3. Small Step to Giant Leap
4. Pick Davids, Not Goliaths
5. Include All Major Stakeholders

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$$\text{Value} = \text{Benefits} - \text{Cost}$$

\$ ↑ Cost Reduction ↓ \$
 Revenue/Margin Increase
 Return on Assets Improvement



Thank You

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