



# Our Experience

## Our Experience and Success Are Unmatched in the Industry

*Fuentek is a consortium of highly experienced consultants who have provided superior technology commercialization services for years. As a result, Fuentek's performance and rate of success are unmatched in the IP management industry.*

## How We Work

*Our work reflects our core values*

**Creativity:** We continually look for opportunities to enhance our efficiency and effectiveness.

**Communication:** We strike a balance between keeping you informed without inundating you with too much information—being clear yet concise.

**Commitment:** We work tirelessly, ethically, and with integrity, putting your interests well ahead of our own. We build relationships based on honesty and trust.

**Validation:** We continually “check in” with ourselves and with you, confirming that a project is still on the right path and adjusting for unexpected obstacles and opportunities.

**Innovation:** We look to best practices and consider our “lessons learned” so we can achieve success faster and for a lower cost.

**Value-Added:** We identify what is needed to achieve success and direct our efforts accordingly, focusing on outcomes.

## Our Experience

*We have helped...*

### **Government agencies and nonprofits:**

- NASA
- Department of Energy
- Department of Defense
- Fast Forward (a technology transfer initiative of the National Multiple Sclerosis Society)
- Pete Conrad Foundation

### **Commercial companies:**

- Several Fortune 100 companies
- Defense prime contractors
- Medical device companies
- Electronics manufacturers
- And many more small and medium-size firms

### **Universities in:**

- Illinois
- Iowa
- Michigan
- Virginia
- United Kingdom

### **By...**

- Screening portfolios ranging from 200 patents to thousands of inventions
- Participating in hundreds of technology licensing efforts
- Helping organizations around the world find the inventions they need to solve their technical problems
- Gathering market intelligence in dozens of technical and market areas
- Developing training workshops, guidebooks, and instructional Web sites

## Our Successes

*We maximize the value of our clients' R&D by...*

### **Identifying patents likely to be successfully licensed and facilitating their transfer**

- We secured the submission of 7 license applications in a 12-month period.
- We helped generate 140+ licenses and other agreements in a 3-year period.
- For one of these, our negotiations guidance led to a deal worth three times the original offer.
- We facilitated the signing of 250+ collaborative agreements, licenses, software usage agreements, etc. since 2001.

## Finding partners for collaborative R&D

- We brought more than 70 qualified R&D partners to the negotiating table in a 2.25-year period.

## Facilitating technology acquisition/in-licensing

- We helped a commercial client in-license a technology at an 80% lower royalty payment than the client had established as its opening offer.

## Securing new R&D funding sources

- We identified and supported the development of R&D proposals that won a total of \$11.7 million.

## Identifying/Implementing improved processes

- By identifying non-productive patents, we helped a university client eliminate enough fees to cover the cost of our contract.
- We implemented an award application filing process that generated nearly \$100,000 for the winners.

## Preparing effective communication tools

- Our Web site redesign for a federal lab tech transfer office increased traffic to the site with more and better inquiries and a pending deal.
- We have prepared winning applications for prestigious awards, including five R&D 100 awards, a Service to America Medal, a World's Best Technologies Award, an honorable mention for the Wall Street Journal Technology Awards, and numerous awards and honorable mentions from the Federal Laboratory Consortium for Technology Transfer.

## Client Feedback

*Many of our clients keep coming back*

### **More than 80% of our engagements were extended to accommodate additional requests for services**

- These requests usually expanded the scope of our support and increased in complexity
- Most of these are still ongoing contractual relationships

### **Several clients have made our staff an integrated team member. For those clients, we:**

- Provided strategic guidance and rapid-response service.
- Evaluated technology portfolios for out-licensing and need requirements for technology infusion.
- Provided IP analysis for mergers and acquisitions.
- Trained their staff, interns, and inventors—some of whom have become leaders in the technology transfer industry.

*What they're saying about us...*

- "Wow, nicely done! You've made it much more reader friendly."
- "Never having seen one of your reports I must say that I was impressed with the layout and the depth covered."
- "I'm thrilled to see [our] technologies getting some great air time. Many thanks for all your hard work on this project and I hope to send along many more."
- "It is a pleasure working with a competent, efficient, and gracious person like you. Look forward to the next time, and to meeting you in person some day."
- "Awesome article. You did a great job capturing it all."
- "Thank you for your efforts and the outstanding support that Fuentek provided to the NASA exhibit for MODSIM World. It looked great.... To think that you started only a few short weeks ago is amazing. We appreciate your hard work.... The inviting space that you created helped make NASA more attractive as a partner and employer and we are grateful."
- "This looks great—much easier to read—both format and font. Wow, it has volume. Thanks for going the extra mile to appease the task master. I believe it will make it much easier for the group here to understand and accept. And, you got it done today rather than Monday. You guys are awesome."
- "The report looks very professional and provides very good info that we didn't previously have."
- "The meetings the two of you set up and attended were very beneficial. Although the conference was different than we all expected, the meetings the prior days made my trip worthwhile."
- "Thanks for your help on this.... We all make a good team!"
- "I looked over the report and it is a fantastic summary [of the work] at many of the top companies and research facilities."
- "I am truly appreciative of the excellence you showed during the project, report, and Thursday's briefing. I believe the results have been received well."

*These quotes are excerpted from e-mails received between July 1 and October 30, 2009 – we have scores more that have been received since our founding in 2001.*