



## Considering an investment in new technology? How far do you really trust your investment prospect?

### We can enhance your competitive advantage.

As always, you have done a very thorough job researching and meticulously studying the business plan and economic forecasts of your prospect. It may all look excellent. However, how much do you really know and understand about the core business or invention itself? Are you certain that the company has done its homework on the optimal choice of components, including both technological and trade policy considerations? Are you informed of and understand the consequences of the specific requirements of relevant domestic and international markets. Would they entail costly adaptations of the product? Do you trust the prospect's assurances of a global or regional market potential? How much do you really know about competing technologies around the world? Are you aware of the relevant international trade rules, including the WTO?

Well, maybe you fully trust the management of your prospect company... or

#### ***It may be wise to seek a second opinion, especially when done from a different perspective.***

A second opinion is useful whenever you feel the need to evaluate the actual product manufactured by a potential investment prospect. This is, of course, particularly relevant for high tech products that are difficult to truly understand for the non-scientist. The economic parts of a business plan are generally somewhat more transparent to most experienced investors than the sophistication of high technology.

### ***We are specialized in evaluating new technologies, from a global scientific/technological, IT/IS and trade policy perspective.***

#### **Contact us for more information.**

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Artist's conception of a 1-kg satellite built with microelectromechanical systems (MEMS)

IEEE Spectrum July 2001

How does a potential investor assess the competitive situation of the prospect without truly understanding the nature of a new technology and its alternatives? In this respect, investors often tend to trust the prospects on their word.

This lack of true communication might be risky. After all, it is a big world, and there may be other, sophisticated and even more mature solutions out there somewhere... How safe will your investment be then...?

#### ***We can help to reduce the risks!***

Well, we certainly do not claim that we could eliminate your risks altogether, but we can give you an expert second opinion. After consulting with us, at least you know a lot more about where you might be heading.

We can also give sound advice to your prospects on product improvements, potential partners, potential new applications of the technology etc.

*We analyze your prospect's core business from a truly global, technological, scientific and trade rules perspective, enhancing confidence.*

*We are specialized in evaluating new technologies, from a global scientific/technological, IT/IS and trade policy perspective.*