

Innovation Management & Business Strategy Consulting

Helping Clients to Extract Value from Intellectual Property



 **Acuity**
EDGE
Turning Visions into Value™

About Acuity Edge



- **Founded:** July 2000

- **Firm Size:** 40 staff
 - 25 commercialization experts
 - 15 marketing and communications staff

- **Business:** Management consulting firm helping universities, corporations, and venture investors to commercialize innovations (i.e., turn visions into value)

- **Services:** AE offers 15 services within 5 categories:

Strategize, Evaluate, Market, Deal, and Train

The name **Acuity Edge** connotes 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 that we become a key competitive advantage for your organization.

About the CEO

Joseph Holmes, MS, MBA

After nearly a decade of industry experience in R&D and technology commercialization, Joseph (Joey) Holmes founded Acuity Edge (AE) in 2000 to provide innovation management and business strategy services to clients. Having grown to a staff of 40, testimonials illustrate how AE has become a leader in helping clients in technology transfer, product development, and investment due diligence.

Recognized for his achievements and expertise in the field, Holmes has taught *Commercializing Technology Innovations* part time to graduate students at Duke University since 2004. He routinely helps entrepreneurs with business plans, judges business plan competitions, and conducts Phase I & II SBIR commercialization reviews for NSF, NASA, and the USDA. His thoughts on innovation and commercialization have been presented at meetings for the Association of University Technology Managers (AUTM) and the Licensing Executive Society (LES), and are published in the Industrial Research Institutes' *Research-Technology Management* and *BusinessWeek*.



MBA

Duke University

MS

Materials Engineering
*North Carolina
State University*

BS

Electrical Engineering

BS

Materials Engineering
*North Carolina
State University*

<http://www.linkedin.com/in/joeyholmes>

Services

5 categories containing 15 services

Both standard and custom services apply. Contact Acuity Edge for service details and pricing.

5 Categories	Purpose	15 Services	Services help clients to...
STRATEGIZE	<i>Plot Path Forward</i>	Review	Analyze situation from internal and external views via gap and benchmarking analyses
		Plan	Outline options, make recommendations, and develop action plan to meet goals
		Coach	Provide on-demand strategic advice
EVALUATE	<i>Increase Decision Confidence</i>	Screen	Rapidly analyze the commercial potential of an invention
		Assess	Seek direct market input on commercial potential and strategy
		Study	Conduct custom competitive intelligence and financial analyses to inform high-stakes decisions
		Scout	Identify technologies that meet internal needs
MARKET	<i>Generate Market Demand</i>	Pitch	Create market-worthy description of technologies to market
		Collateral	Create polished technology brochures and Web sites
		Campaign	Actively identify and pursue licensing prospects to generate deal leads
DEAL	<i>Facilitate Relationships & Agreements</i>	Partner	Seek out and foster collaborative relationships
		Value	Benchmark deal terms and estimate value of assets
		Negotiate	Interact with partners to craft win-win deals
TRAIN	<i>Build & Refine Skills</i>	Intern	Create intern program to supplement in-house resources
		Staff	Refine commercialization skills for new hires and existing staff

How Acuity Edge helps clients

Clients span universities, government labs, corporations, entrepreneurs, and investors.

Client Types	Client Challenges	Client Questions	How AE Helps
<p>Technology Transfer Offices (TTOs)</p>	<p><i>TTOs at universities, government labs, and corporations often receive hundreds of invention disclosures per year. Not every invention can be pursued commercially.</i></p>	<p>Which opportunities should be pursued, when, and how?</p>	<p><i>Leveraging industry relationships/access and internal staff, AE helps to strategize about and evaluate new opportunities, market the most promising, establish deals, and train staff to optimize opportunities for long-term success.</i></p>
<p>New Product Development Teams</p>	<p><i>Established corporations and entrepreneurs pursue innovative ideas for profit. Some opportunities fall outside of markets familiar to the team, and/or the staff do not have time to explore all options.</i></p>		
<p>Private Equity Investors</p>	<p><i>Venture investors see hundreds of deals per year. Only a minority of these deals are pursued, with increasing pressure to minimize risk and maximize return.</i></p>		

Acuity Edge gives you...



- **Access and domain knowledge** when you need techno-business expertise in and connections to universities, corporations, and private equity investors.
- **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 evaluation.
- **Balance** when you need experts who understand technology, business, and intellectual property.
- **Creativity** when you need fresh insights to solve problems.

Sample experiences



- **Provided full innovation management services** to technology transfer offices of leading research universities including the University of Illinois at Urbana-Champaign, University of Illinois at Chicago, and Michigan State University (e.g., strategy, training, screening, assessment, marketing, and licensing). Services led to over 300 license deals, dozens of startups, and many millions in licensing revenues.
- **Conducted due diligence for several private equity investors;** for example, conducted due diligence prior to \$20 million investment made by Nomura International in a Silicon Valley startup. Have ongoing contract with MVC Capital (\$500M private equity fund) to provide due diligence and investment strategy services.
- **Evaluated and marketed technologies across a host of engineering and life science** domains including aerospace, ag-biotech, biomedical devices, electronics, energy/renewables, materials, medical, nanotech, pharma, software, and telecom.
- **Delivered a host of custom consulting services** surrounding technology and business valuation, mergers and acquisition due diligence, business and marketing plans, and commercialization training.

Core competencies



Competency	Description	Benefit to Clients
Experienced Staff	Each commercialization expert averages over 23 years of industry experience, an advanced degree in engineering or science, and a unique blend of technical, business, and intellectual property expertise.	Top-quality service
Broad & Active Contact Network	Through past engagements, maintain an active network of over 6,000 contacts (and growing) that can open doors as deal-flow sources. Average 3-4 contacts for each Fortune 500 firm.	Access to potential partners and licensees
Leading Market Research Resources	Invest over \$30,000 annually to maintain access to leading market research, company, and patent databases.	Top-flight secondary research
Powerful Primary Research	Utilize broad networks and seasoned staff to directly reach out to industry for feedback about the utility of client inventions.	Cutting-edge input on market perceptions and opportunities
Founder Recognition	Founder, Joseph Holmes, is recognized as an expert in the field and has taught commercialization at Duke University for over 7 years.	Up-to-date, cutting-edge thinking and a continually growing network
Proven Methods & Testimonials	Delivered quality service for over 11 years leading to success for clients.	Client confidence (see testimonials)

Contact us



Learn more about how we can help your organization:

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