

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
- **Business:** Management consulting firm helping government agencies, 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 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. Through many roles within the innovation and new-ventures landscape— inventor, product developer, entrepreneur, board member, and professor — Joseph Holmes has built a career surrounding the commercialization of technology.

Holmes has taught *Commercializing Technology Innovations* to graduate students at Duke University since 2005. He routinely helps entrepreneurs with business plans, judges business plan competitions, advises venture investors, serves on company boards, negotiates license deals, develops technology valuations, and conducts SBIR reviews. His thoughts on commercialization have been presented domestically and internationally for the Association of University Technology Managers (AUTM), the International Astronautical Federation (IAF), the Licensing Executive Society (LES), NASA, and the US Patent and Trademark Office (USPTO), 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
*North Carolina
State University*

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 seasoned staff and industry access, Acuity Edge helps clients to strategize and evaluate new opportunities, market the most promising, negotiate partnership 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 government agencies, 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 organizations including the University of Illinois at Urbana-Champaign, University of Illinois at Chicago, Michigan State University, and NASA (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 custom consulting services** surrounding technology and business valuation, mergers and acquisition due diligence, business and marketing plans, and commercialization training.

Core competencies



<p>Experienced Staff</p> <p>On average, our commercialization experts have over 20 years of industry experience, an advanced engineering or science degree, and intellectual property expertise.</p>	<p>Market Research</p> <p>Maintain subscriptions for top-flight access to leading company, contact, market research, news, technology, and patent databases.</p>	<p>Broad Expertise</p> <p>Evaluated and marketed over 2,500 client inventions, spanning numerous engineering and life science disciplines.</p>
<p>Primary Research</p> <p>Utilize networks, seasoned staff, and skills training to identify subject matter experts and obtain insights through surveys, focus groups, and especially in-depth interviews.</p>	<p>Happy Customers</p> <p>Delivered quality service to a variety of customer types since 2000.</p>	<p>Contact Network</p> <p>Maintain a network of ~10,000 contacts to open doors for deals and capital in Fortune 500 firms, high-growth unicorns, mid-sized companies, and investors.</p>
<p>Art of Simplification</p> <p>Known for simplifying complex technologies into compelling marketing messages to pique the interest of business professionals and investors.</p>	<p>Standard & Custom</p> <p>Provide service uniquely tailored to client needs, while also providing standardized offerings that have proven effective across multiple customer types.</p>	<p>Results Focused</p> <p>Reports don't generate results - actions do. Focus efforts on generating market demand, fostering partnerships, and closing deals.</p>

Contact us



Learn more about how we can help your organization:

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