

III Reinforcing the present; looking towards the future

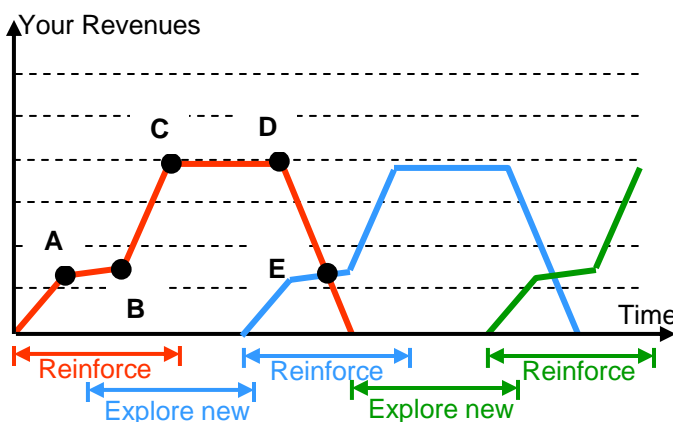
As an enterprise in the technology arena, you constantly need to:

1. **Reinforce** your current **position**, through:
 - **Documenting** your **accomplishments** to date with **accurate** and **reusable** technical descriptions
 - **Filing** for **patents** where applicable
 - **Publishing** in **industry** and **academic** venues
2. **Leverage** on your past efforts to **look for new** service and product offerings, by:
 - Maintaining accurate **knowledge** of the **latest research**, advances and **standards** of interest to your work
 - **Building** on your **present expertise** and **market trends** to catch the **next big wave**

III Your difficulties with the above

1. **Capacity:** Avoid overloading your scientific staff
2. **Expertise:** Finding **external** help with scientific and technical **backgrounds** to **understand** your work, put it on **paper**, and use it to **explore** new **horizons**
3. **Speed:** Finishing the process **fast** and at **low cost**
4. **Innovation:** Obtaining an **unbiased** and useful outside **view** on your **technology** niche

III When should you do it?



- **A:** Technology is starting to pick up
- **B:** Critical market mass is reached thereby reducing price and exponentially increasing sales
- **C-D:** Technology is mature and has reached a plateau
- **E:** Technology hits another emerging technology

III Mediaboole's Technology Steering Service

Mediaboole can undertake the following:

1. **Draft technical** documentation for your:
 - **Patents** and **claims**
 - **Presentation** material for potential **investors**
 - **Publications** and **standards** participation
 - **R&D tax credit** applications
2. **Understand** and position your technology within the broader technology map
3. **Explore** and **summarize** new technologies to recommend future directions for your services and products. That work is based on analysis of:
 - Emerging **standards**
 - **Third party research** efforts
 - **Market** trends
4. **Provide project plans** in terms of:
 - **Technical** requirements
 - **Budgets**
 - **Timelines**

Mediaboole can show you the way to **leverage** on your **expertise** and past **accomplishments** and **ride** the **wave** of **emerging** technology **opportunities**

III Our qualifications

1. **Knowledge** of state-of-art **telecommunications** and **computer** technologies including
2. **Exceptional writing** skills with **experience** in **research** documents and **technical reports**
3. **Knowledge** of **standards** processes
4. **Exceptional data collection** and **organization** capacities
5. **Project management** and **feasibility** studies

III Target clients

Mediaboole customers are **startups**, **established businesses** and **government** bodies who have interests or projects in the **telecommunications** and **software** industries.

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